



ARBORETUM EDUCATION PUBLIC POLICY PROGRAM~ENDORSEING ORGANIZATION GUIDELINES

2017 Pollinator Summit

Friday, September 15, 2017 ~Minnesota Landscape Arboretum

OVERVIEW: The Pollinator Summit will increase our knowledge and understanding about plants as an important solution to protecting pollinators and other beneficial insects, including current research and best practices in planting design, plant selection, and plant management on both public and private lands.

AUDIENCE: landscape designers · landscape architects · land managers · state and local agency staff · parks and public works staff · community planners · non-profit staff · urban gardeners · elected and appointed officials · commercial plant producers · builders and developers · concerned citizens · others inspired to protect pollinators

OUTCOMES: Increasing our understanding of current research-based information; translating our knowledge into effective new policies to influence urban landscape design and management; transforming on-the-ground practices to better support healthy plants and healthy pollinators in our communities.

PROMOTION: The 2017 Pollinator Summit will be promoted via a multi-media approach using the Arboretum's website with 500,000 visits and 2 million page views per year, the Arboretum Magazine, the Arboretum's eNews, and special invitations to 3,500 email subscribers. Collaborating organizations will send invitations to their membership and myriad affiliations.

BENEFITS OF ENDORSEMENT:

- ~ Endorsing organizations will be listed on Summit agenda
- ~ Endorsing organizations will be included on the Arboretum website
- ~ Each endorsing organization will have space on a literature table for copies of one hand-out for participants
- ~ Members and staff of endorsing organizations may attend the summit at the Arboretum member rate

YOUR COMMITMENT: Endorsing organizations actively publicize and market the event to their members and the general public through direct mail, email campaigns, website listings, etc., as appropriate. Please include the Arboretum Education Department in any distribution lists (electronic or U.S. Mail) as follows:

Email: leen0014@umn.edu

U.S. Mail: Minnesota Landscape Arboretum Education Dept., 3675 Arboretum Drive, Chaska, MN 55318

To become an Endorsing Organization, please contact Carrie Stowers at 612-889-8432 or cstowers@umn.edu.

FINANCIAL SPONSORSHIP OPPORTUNITIES: *Financial sponsorship for this Summit ranges from \$500 to \$20,000 and is open to businesses, government agencies, non-profits, civic organizations, university-affiliated departments or groups, and individuals. For an initial conversation, please contact Carrie Stowers, Minnesota Landscape Arboretum, at 612-889-8432 or at cstowers@umn.edu.*

Current Endorsing Organizations:

PATRON SPONSORS

**Prairie
Restorations, Inc.** 

Minnesota Golf Course Superintendents' Association
Minnesota Native Landscapes, Inc

ENDORSING ORGANIZATIONS

Central Lakes College
City of Minnetonka
Damon Farber Landscape Architects
Do It Green! Minnesota
Eloise Butler Wildflower Garden & Bird Sanctuary
Humming for Bees
Java Cycle
Landsculpt, Inc.
Minneapolis Parks and Recreation
MSR Architecture, Interiors, and Urban Design
Pollinate Minnesota
Prairie Moon Nursery
Prairie Restorations, Inc.
Shooting Star Native Seeds
Terrace Horticultural Books
The Munch Bunch
Three Rivers Park District
U.S. Green Building Council- Minnesota
University of MN Extension Master Gardener State Office
University of MN Monarch Lab
University of MN Extension