



## Schoolyard Gardens Conference

### New Places to Grow

Friday, March 3, 2017

Minnesota Landscape Arboretum

SCHOOLYARD GARDENS provide an incomparable, hands-on opportunity for educators to learn how to meet academic standards, engage with community partners, learn about agriculture, healthy eating and cultural competency, and connect with natural systems. Whether you're a beginner or schoolyard garden veteran, join us in March and learn innovative strategies for building, sustaining, and engaging diverse learners in a thriving schoolyard garden.



Presented by the Minnesota Landscape Arboretum and the University of Minnesota Extension Master Gardener Volunteer Program in collaboration with the Minnesota Schoolyard Gardens Coalition

Photo Courtesy of SPARK Y

## ARBORETUM EDUCATION PROGRAM SPONSORSHIP OPPORTUNITY

### OVERVIEW: PURPOSE, EVENT DESCRIPTION, OUTCOMES

Contribute to the growing success of school gardens in Minnesota by sponsoring the 4th Annual Schoolyard Garden Conference on March 3, 2017! Over 350 teachers, school administrators, school food service professionals, Master Gardeners, parents, and other school garden supporters attend this event to share ideas and resources for building and sustaining school gardens.

### 2017 TOPICS:

- **Horticulture and gardening training: understanding the basics and extending your growing season**
- **Year Round Gardening**
- **Resources for sustainability: starting and keeping your schoolyard garden program going**
- **Case studies of successful, innovative programs including cultural competency**
- **Introducing the first annual, "Innovative Problem Solving Showcase"**

### BENEFITS OF SPONSORSHIP:

#### AUDIENCE

The Schoolyard Gardens conferences bring together teachers, school administrators, community gardeners, local business leaders, parents and other volunteers, chefs and nutritionists, government officials, staff and funders of non-profits, and others interested in learning how schoolyard gardens can help K-12 students.

### MARKETING AND PROMOTION

The Schoolyard Gardens conference will be promoted via a multi-media approach using: the Arboretum's adult education catalog; the Arboretum's website, which receives 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. Affinity marketing channels will be highly utilized, and collaborating organizations, like the Minnesota Department of Education, will send invitations to their membership and myriad affiliations. Cross-promotion using the Arboretum gift store will include displays promoting speakers' books and related Arboretum class offerings.

### SPONSORSHIP OPPORTUNITIES

Exclusive (\$20,000)

*Top logo placement on the Conference webpage, on marketing and promotional materials, and on day-of event signage and folder; recognition from the podium; access to program participants and premier space for exclusive exhibit table; four free passes*

Presenting(\$10,000)

*Logo placement and recognition as Presenting Sponsor on the Conference webpage, on marketing and promotional materials, and on day-of event signage and folder; recognition from the podium; access to program participants and exclusive exhibit table; four free passes*

Supporting(\$5,000)

*Logo placement and recognition as Supporting Sponsor on Conference web page, on marketing and promotional materials, and on day-of event signage and folder; recognition from the podium; exhibit table space; four free passes*

Contributing(\$1,000-2,500)

*Contributing Sponsor listing and web link on Conference website, on marketing and promotional materials, and on day-of event folder; exhibit table space; two free passes*

Patron(\$500)

*Patron Sponsor listing on Conference website, on marketing and promotional materials, and on day-of event folder; exhibit table space*

**FOR ADDITIONAL INFORMATION ABOUT SUPPORTING SCHOOLYARD GARDENS 2017**

**CONTACT CARRIE STOWERS AT [cstowers@umn.edu](mailto:cstowers@umn.edu)**

**To learn more about the 2017 Schoolyard Gardens Conference, visit**

**[www.arboretum.umn.edu/Schoolyards2017.aspx](http://www.arboretum.umn.edu/Schoolyards2017.aspx)**