

The Next Generation of Parks™ Event Series

Proudly Presented by **Minnesota Public Radio**

Produced in Partnership with the **Walker Art Center, Minneapolis Institute of Art, and The Loppet Foundation**

With support from donors to the Minneapolis Parks Foundation

Through the Minneapolis Parks Foundation's always-free Next Generation of Parks™ events, global thought-leaders and design innovators showcase the most exciting new park destinations and ideas, while delving into important issues of place affecting the Twin Cities community today.

The objective of the Next Generation of Parks events is to inspire the community to think aspirationally about our park system.

The 2018-2019 Series

This year, audiences will experience these timely topics from award-winning speakers:

Connecting to Nature



Thursday, November 15, 2018

Florence Williams, Journalist and Author of *The Nature Fix* at the Minneapolis Institute of Art

Prescribing Parks for Health and Wellbeing



Tuesday, May 7, 2019

Dr. Robert Zarr, Pediatrician and Founder of Park RX America at The Trailhead in Theodore Wirth Regional Park

Parks, Place-keeping, and Resisting Gentrification



Thursday, March 21, 2019

Robert Hammond, Founder and Executive Director, The High Line at the Walker Art Center

What's Next for Minneapolis Parks



Summer 2019 - To be confirmed

Al Bangoura, Superintendent of the Minneapolis Park and Recreation Board

Exposure

This series offers sponsors year-round exposure, including at least three flights of promotion between November 2018 and June 2019:

- Access to 500–1250 design, parks and nature enthusiasts
- 10-month website and e-mail campaign to approx. 5,000 subscribers
- Multi-channel social media promotion
- Opportunity for news coverage
- Recognition in multiple print pieces, including promotional postcard and annual report

Audience

Since 2010, the Next Generation of Parks™ Event Series has drawn a diverse audience of civic leaders, creative professionals, Twin Cities-area students and residents, and local and regional influencers. The event series brings this audience together around a shared passion for parks, urban development, and innovation.



Sponsor Levels

	\$10,000	\$5,000	\$1,500
Benefit	Presenting*	Major*	Producing*
Prominent recognition with logo and link on MPF website home page (1 yr.)	✓		
Opportunity for quote in press release	✓		
Opportunity for organization or principal profile on MPF blog	✓		
Prominent recognition in lectures gallery on MPF's Facebook page	✓		
Opportunity to host private "Meet the Speaker" invite-only event	✓	✓	
Opportunity for recognition on additional social media platforms (i.e., Vimeo)	✓	✓	
Opportunity for ad or insert in program	All Events	1 Event	
Recognition on print and broadcast advertising	✓	✓	
Name recognition in press material boiler plate and from the podium	✓	✓	✓
Recognition on MPF event-related pages, blog posts, and e-newsletters	✓	✓	✓
Recognition in event programs and Annual Report	✓	✓	✓
Promotion and mentions on Facebook, Twitter & Instagram	✓	✓	✓
Priority seating at lectures	8 Guests	6 Guests	4 Guests

* Offers category exclusivity (i.e., media category, hospitality) and may be combined cash/in-kind contribution.

Special Opportunities

"Meet the Speaker" invitation-only events – great for team-building or client exclusives. Subject to speaker availability.

Category exclusives, i.e. for media or travel/hospitality

Employee engagement – sponsors of \$20,000 and above become eligible for customized employee engagement and volunteer events.

Contact us for more information.

Contact

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