

Next Generation of Parks™ Event Series

The Next Generation of Parks event series is the Minneapolis Parks Foundation's free forum for exploring forward-thinking design and the power of public spaces.

Since 2010, the Minneapolis Parks Foundation's always-free Next Generation of Parks events have been the go-to gatherings for global thought-leaders and design innovators to showcase exciting and eye-opening new park destinations and ideas. These events aim to demystify the intersection of parks with the important issues of place affecting the Twin Cities community today, including equity, health, climate change, economic vitality, and social justice.

The Next Generation of Parks event series draws 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.

Through our Next Generation of Parks events, we inspire a conversation about how our park system can help make our city more equitable and sustainable. **Join us with your sponsorship. Thank you!**

2021-2022 Highlights

Race, Place, and Representation



Kofi Boone, Joseph D. Moore Distinguished Professor and University Faculty Scholar in the Department of Landscape Architecture and Environmental Planning at North Carolina State University, **Tabitha Montgomery**, Executive Director, Powderhorn Park Neighborhood Association, and **Paul Bauknight**, Project Implementation Director, Minneapolis Parks Foundation

Thursday, October 7, 2021
7pm via Zoom

Winter Hiking 101



Ambreen Tariq, Founder of @Brown-PeopleCamping, Author of *Fatima's Great Outdoors*, Co-Founder of Muslim Outdoor, Volunteer Advisor of the Appalachian Trail Conservancy, Advisory Member of Sierra Club's "Outdoors For All" campaign

Saturday, February 5, 2022
Copresented with The Great Northern

Human Centered Design



Mikyoung Kim, Award-Winning International Designer, Founder and Design Director of Mikyoung Kim Design, Professor Emerita at the Rhode Island School of Design

Coming April 2022
Date and venue TBA



Sponsor Levels

Benefit	\$10,000	\$5,000	\$1,500
	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

*As appropriate with CDC and state recommendations.

Exposure

Next Gen sponsors get year-round exposure, including at least three flights of promotion between October 2021-June 2022:

- Access to 500–1,250 design, parks and nature enthusiasts
- 10-month website and e-mail campaign to approximately 9,000 subscribers
- Multi-channel social media promotion
- Opportunity for news coverage
- Recognition in multiple print pieces, including promotional mailers and annual report

About the Minneapolis Parks Foundation

The Minneapolis Parks Foundation is an independent, donor-supported nonprofit organization that believes parks have the power to connect us, heal us, and make us whole. We help envision and create new parks and public spaces by working closely with our public partners and in collaboration with the community. As the philanthropic partner to the Minneapolis Park Board, the Parks Foundation works to align community vision and philanthropic support throughout the city.

4800 Minnehaha Avenue South • Minneapolis, MN 55417 • 612.822.2656 • mplsparksfoundation.org

The Minneapolis Parks Foundation transforms human lives through parks and public spaces by aligning philanthropic investment and community vision.

Contact

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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.

