

The Next Generation of Parks™ Event Series – 10th Anniversary

Proudly Presented by **Minnesota Public Radio**

Produced in Partnership with the **Walker Art Center** and the **University of MN College of Design**

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. **Join us with your sponsorship. Thank you!**

Upcoming 2020 Events

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

Parks & Pollinators



Marla Spivak, MacArthur Fellow,
University of Minnesota Bee Lab

Thursday, February 27, 2020
at the Walker Art Center

Community Engagement through Design



Craig Wilkins, Architect &
Planner, University of Michigan

Thursday, May 7, 2020
location coming soon

Upcoming Fall 2020 Next Generation Event



Speaker and location
to be determined

Exposure

This series offers sponsors year-round exposure, including at least three flights of promotion between January 2020 — December 2020:

- Access to 500–1250 design, parks and nature enthusiasts
- 10-month website and e-mail campaign to approximately 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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