



Metro Blooms: Our Vision, Our Work

Mission: We partner with communities to create resilient landscapes and foster clean watersheds, embracing the values of equity and inclusion to solve environmental challenges.

Vision: Engage communities to create resilient landscapes

Values: Ecological health • Environmental justice • Education • Inspiration • Community engagement + partnership

Equity: At Metro Blooms, we work to create the conditions for all community members to be meaningfully involved in environmental improvement projects related to protecting clean water and creating habitat. We carry out our work using principles of equitable engagement and environmental justice so that those most impacted are centered in the decision-making. We intentionally reach out in and partner with underserved communities that include – but are not limited to – people of color, lower-income neighborhoods and affordable housing communities.

Through partnership, we're creating resilience in our communities. We work with residents to design, install and care for landscapes that meet their needs, with a focus on sustainability and equitable engagement – cleaning our waterways, creating pollinator habitat, and ensuring those impacted from environmental degradation benefit the most from this work.

Blue Thumb - Planting for Clean Water

A program of Metro Blooms, Blue Thumb is a public/private partnership working towards clean lakes and streams, informing behavior change and bridging the gap between knowledge and action. We lead the way in changing landscaping norms among professionals, property owners, and renters. We aspire to clean water resources supported by beautiful and sustainable landscapes that minimize runoff and create native habitat in our communities. Blue Thumb encompasses our education programming, including:

- Partner recognition and networking
- Resilient landscape workshops
- Partnership with the MN Board of Water and Soil Resources on the statewide Lawns to Legumes program to convert turf to habitat for the endangered rusty patched bumble bee and other pollinators
- Sustainable landcare training
- Environmental Justice hub



Visit metroblooms.org and bluethumb.org for more information





Marketing Sponsorship

Resilient Yard Workshops

Each year, more than 1,000 Minnesota residents attend our online Resilient Yards workshops. These DIY workshops are focused on bee lawns, pollinator plantings, raingardens, and other yard projects that are good for our earth, our communities and our pollinators. Following workshops, more than 80% of attendees pursue a next step project in their yard. With the renewal of the Lawns to Legumes program promoting pollinator habitat statewide, we anticipate an increase in workshop attendance in 2022.

Sponsorship Level	Tree \$7,500 (premier, room for 1)	Sapling \$3,500	Sprout \$1,000	Seed \$500
Blue Thumb Partnership	•	•		
Recognition in workshop registration email (reach: 1,500)	Prominent logo/link	Prominent logo/link	Logo/link	Listed/linked
Recognition in thank-you email to workshop attendees (reach: 1,500)	Prominent logo/link	Prominent logo/link	Logo/link	Listed/linked
Opportunity to briefly address workshop attendees	5 workshops	3 workshops	1 workshop	
Recognition on workshop intro/holding slide (reach: 1,500)	Prominent logo/link	Prominent logo/link	Logo/link	Listed/linked
Feature in a sponsor spotlight, shared on websites and through Metro Blooms' e-news (reach: 8,500)	•	•		
Recognition on bluethumb.org (reach: 50,000. Website placements are in addition to Blue Thumb partner page)	Prominent logo/link, highlighted as premiere sponsor	Prominent logo/link	Logo/link	Listed/linked
Recognition on metroblooms.org (reach: 20,000)	Prominent logo, highlighted as premiere sponsor	Prominent logo/link	Logo/link	Listed/linked
Email newsletters to 7,500 registered users to announce workshops (2)	Prominent logo/link or ad listing	Prominent logo/link or ad listing	Logo/link	Listed/linked
Follow up email to workshop attendees, promoting sponsors (targeted geographically, total reach: 1,500)	Prominent logo/link or ad listing to 1,500	Prominent logo/link or ad listing to 1,000	Logo/link or ad listing to 250	Logo/link or ad listing to 100
Twitter/Facebook/Instagram call outs (reach: 3,500)	3 special call outs, all platforms	2 special call outs, all platforms	1 special call out, all platforms	1 special call out, 1 platform
Summary of execution	•	•	•	•

Contact **Laura Scholl**, laura@metroblooms.org, 218-230-4376. I'm happy to visit with you to clarify and adjust benefits to meet your needs.

Program Sponsorship

Sustainable Landcare Training

The Blue Thumb Sustainable Landcare training program provides hands-on earn-and-learn training opportunities to a new generation of skilled workers in green infrastructure, focusing on education and career pathways for participants post-training. While there is a growing interest in green infrastructure across the Twin Cities Metro and much of greater Minnesota, there is a lack of education and training related to the proper installation and maintenance of these practices that create resilience in our environment and our communities.

Low-income and communities of color are severely underrepresented in the green workforce. Our training targets youth and young adults in communities that lack access to quality training programs, in partnership with local governments, youth employment and community organizations. Sponsorships help us provide training stipends to participants, covers development and certification of this pilot program, and ensures capacity for a diverse training staff.

Sponsorship Level	Tree \$10,000 (one available)	Sapling \$5,000	Sprout \$2,500	Seed \$1,000
Recognition on printed materials	Prominent logo	Logo	Logo	List
Recognition on metroblooms.org (reach: 20,000)	Prominent logo/link	Prominent logo/link	Logo/link	Listed
Recognition on bluethumb.org (reach: 50,000)	Prominent logo/link	Prominent logo/link	Logo/link	Listed
Feature in a sponsor spotlight, shared on websites and through Metro Blooms' e-news (reach: 8,500)	•	•	•	
Twitter/Facebook/Instagram (reach: 3,500)	3 special call outs, all platforms	2 special call outs, all platforms	1 special call out, all platforms	1 special call out, all platforms
Recognition at Blue Thumb annual partner event (reach: 60 partners)	Prominent logo	Logo	Logo	List
Summary of execution	•	•	•	•



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Capital Campaign Sponsorship

Metro Blooms has served our communities since 1979. We are deeply rooted, working through long-held partnerships to collaboratively create landscapes that are resilient, accessible and responsive to the communities we work with. We began managing the Blue Thumb partnership in 2015, and through this have gained many partners on this journey. Along the way we outgrew our office at the Sabathani Community Center, our home for 10 years. With community support, we purchased our first permanent home at 3747 Cedar Ave S in Minneapolis in 2020, renovating the space and moving in during 2021. This space allows us to work collaboratively, host community gatherings, and provides a functional training space as we install resilient landscapes. Sponsorship support helps us pay down our loans, so that we can put our resources where they make the biggest difference - in the communities that we serve.

Sponsorship Level	Tree \$10,000	Sapling \$5,000	Sprout \$2,500	Seed \$1,000
Engraved Paver Stone (spring 2022)	3 stones	2 stones	1 stone	1 stone
Recognition at building events during 2022 (reach: 150-200)	Prominent logo	Logo	Logo	
Recognition in event invitations and program (reach: 2,500 invitations)	Full page ad	1/2 page ad	Logo/listing	Listing
Donor recognition and grand opening events (2-3)	6 tickets	4 tickets	3 tickets	2 tickets
Recognition on metroblooms.org (reach: 20,000)	Prominent logo, premiere sponsor	Prominent logo/link	Logo/link	Listed/linked
Summary of execution	•	•	•	•



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