



Blue Thumb is an education program of Metro Blooms



Metro Blooms: Our Vision and Work

Metro Bloom's mission is to partner with communities to create resilient landscapes and foster clean watersheds, embracing the values of equity and inclusion to solve environmental challenges. We partner with residents, neighborhood groups, small businesses, youth, elders, nonprofits and local governments, to co-create natural outdoor spaces to help mitigate the effects of climate change – supporting pollinators and people along the way.

Blue Thumb: Education and Partnership

Blue Thumb is the education program of Metro Blooms and a partnership of local governments and private partners working to plant for clean water and pollinators. Through Blue Thumb, Metro Blooms collaborates with partners to offer workshops, programs, and DIY resources on pollinator plantings and stormwater management for residents across Minnesota. This includes the statewide Lawns to Legumes individual grant program and the Sustainable Landcare Training.

Together We Can Make a Bigger Impact

Like the natural environment, Metro Blooms' work is interconnected. Learning and sharing knowledge about our environment is highly interdependent - we believe that healing the earth and healing our connections with one another go hand in hand. However, this work is heavily reliant on grant funding that is often very restrictive. There's a gap in being able to fully support and follow the ideas of the community partners when funding only covers part of a very narrow aspect of an outdoor project.

Additional flexible funding from your sponsorship would allow Metro Blooms to:

Transfer 20% of funding directly to residents in BIPOC, low-income, rental, and EJ communities that participate in our projects.

Expand our educational materials and resources for out of metro audiences (e.g. rural communities and northernmost climates).

Evolve our programs to be more inclusive of historical and indigenous knowledge and land care practices often left out in education.

Create more robust shoreline restoration resources and expand the reach of our Resilient Shorelines workshop to protect the health of our 10,000 lakes.

Develop and grow partnerships with values-aligned multi-family and affordable housing organizations, including tenant advocacy groups.


















Stay meaningfully engaged with communities as a trusted resource, providing continued investment in the neighborhood as needs arise.



Marketing Sponsorship

Audience: MN Residents

Whether you're trying to reach a state-wide or Metro audience, this sponsorship will boost your marketing efforts through various social media, our websites, newsletters, in-person events, and more. Whether you are trying to increase native plant sales or gain more design build projects, this is a reliable way to reach thousands of project ready residents every year.

Sponsorship Level	Bloom \$3,500  Prominent full color logo with website linked to logo	Flower \$1,500  Listed with website linked to text	Seed \$750  Listed with website linked to text
Blue Thumb social media promotional post on FB, IG, or LinkedIn (reach: up to 5,000+ organically) Optional add-on to boost posts for \$50/post	 6 custom posts	 2 custom posts	 1 custom post
Recognition on bluethumb.org and metroblooms.org (reach: 100,000+ annual users)			
Recognition in Metro Blooms email newsletter (reach: 8,000+ email list)			
Promoted at education outreach event as a resource (reach: 10,000+ visitors/event)			
Recognition on our workshops and online learning series registration page (reach: 12,600+)			
Featured in a sponsor spotlight blog post interview about topic of your choice (reach: 8,500+)			
Optional add-on to be Blue Thumb's exclusive "Butterfly" State Fair exhibit sponsor for \$1,500 (reach: 210,000+ visitors to the Eco-Experience building)	 		






Sustainable Landcare Training Sponsorship

Audience: Local Government Partners, Participants

Through our Sustainable Landcare Program we create pathways to green jobs. We're training an emerging workforce of young adults, age 18 - 25, in underserved communities, ensuring they are the first to benefit from economic opportunities stemming from the millions of dollars invested in green infrastructure annually. Sponsorships carry out the program, hire experts and speakers in ecology and sustainable practices, provide training stipends to participants, and helps ensure a diverse training staff.

"We don't do much marketing ourselves so we are still happy to receive any marketing we can get via sponsorship. ... It's great that some of the programs focus on teaching maintenance. It seems like that is the component that is missing in a lot of gardens." -Ian, Watercourse Design, 2023 Seed Sponsor




Sponsorship Level	Bloom \$5,000 	Flower \$2,500 	Seed \$1,500 
Recognition on bluethumb.org and metroblooms.org (reach: 100,000+ annual users)	✓	✓	✓
Blue Thumb social media promotional post on FB, IG, or LinkedIn (reach: up to 5,000+ organically) Optional add-on to boost posts for \$50/post	✓ 2 custom posts	✓ 1 custom posts	
Featured in a sponsor spotlight blog post interview about topic of your choice (reach: 8,500+)	✓		
Recognition at Blue Thumb annual partner event (in person reach: 50+ partners)	✓		



Event Sponsorship

Audience: Donors, Supporters, Workshop Attendees, Curious Gardeners

Your sponsorship supports Metro Blooms' mission as we partner with communities to create resilient landscapes and foster clean watersheds. Our engagement events are a great opportunity for your sponsorship to be front and center with our most engaged supporters, along with new, curious folks interested in more sustainable land practices. Our events happen 3-4 times a year. Through community engagement, and support like yours, our work is centered on environmental healing and justice. We ask for your partnership so that together we can put our resources where they make the biggest difference, alongside the communities we serve.

Sponsorship Level	Bloom \$3,500 	Flower \$1,750 	Seed \$750 
	Prominent full color logo	Logo	Logo
Recognition on slide deck	✓ Full Page Logo	✓ Half page Logo	✓ Company name listed
Recognition on event invitations and in e-newsletter (reach: 8,000+)	✓	✓	✓
Recognition on Metro Blooms website (reach: 20,000+)	✓	✓	✓
Recognition at podium or at beginning of virtual event	✓	✓	
Link to Sponsor website in event	✓	✓	

[Contact us](#)

GROW. BLOOM. INSPIRE!

metroblooms.org | bluethumb.org