



Blue Thumb is an education program of Metro Blooms



Metro Blooms: Our Vision and Work

Metro Blooms' partners with communities to nurture and support thriving ecosystems, land, and water. We practice shared leadership and care, moving towards environmental justice. Metro Blooms envisions a just future of thriving communities where all people connect with and care for the land, water, and diverse life around them.

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 our Sustainable Landcare Training.

Together We Can Make a Bigger Impact

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 Northern MN).

Evolve our programs to be more inclusive of historical and Indigenous knowledge and landcare 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

Boost your marketing efforts through our social media, websites, newsletters, in-person events, and more. Whether you are trying to increase native plant sales or gain more design-build projects, reach thousands of project-ready residents in the Metro and statewide.




Sponsorship Level	Bloom \$3,500 	Flower \$1,500 	Seed \$750 
Blue Thumb social media promotional post on FB, IG, or LinkedIn (reach: up to 1.5k+ organically or 11k+ boosted) Optional boost for \$50/post	 6 custom posts	 2 custom posts	 1 custom post
Recognition on bluethumb.org and metroblooms.org (reach: 158,000+ annual users)			
Recognition in Metro Blooms email newsletter (reach: 16,000+ email list)			
Promoted at education outreach event as a resource (reach: 10,000+ visitors/event)			
Recognition on our workshops registration page (reach: 12,000+ views)			
Featured in a sponsor spotlight blog post interview about topic of your choice (reach: 8,500+ views)			
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

The demand for a skilled workforce in the green economy is growing, and the City of Minneapolis has set a goal to prepare 1,000 residents for green jobs by 2030. By supporting this program, you can play a pivotal role in building the next generation of environmental stewards. Your sponsorship will directly support young adults in acquiring the hands-on skills needed to maintain and care for native plants — an essential element of green infrastructure that protects our lakes, rivers, and communities. Together, we can equip young people with job-ready expertise while advancing sustainable practices that benefit both communities and our earth.




Sponsorship Level	Bloom \$5,000 	Flower \$2,500 	Seed \$1,500 
	Prominent full color logo with website linked to logo	Full color logo with website linked to logo	Listed with website linked to text
Recognition on bluethumb.org and metroblooms.org (reach: 158,000+ 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+ views)	✓		
Recognition at Blue Thumb annual partner event (in person reach: 60+ partners)	✓		



Event Sponsorship

Audience: Donors, Community Members, Curious Gardeners

Partner with Metro Blooms to support our mission of creating resilient landscapes and fostering clean, healthy watersheds. Our events bring together a dynamic mix of engaged supporters and curious individuals eager to learn about sustainable landcare practices. With a combination of virtual Community Coffee Chat events and donor stewardship events, we connect with hundreds of participants annually, providing sponsors with meaningful opportunities to engage with a passionate and growing community. Your sponsorship enables us to make a meaningful impact for the environment and the people who care for it.

Sponsorship Level	Bloom \$2,000  Prominent full color logo	Flower \$1,200  Listed	Seed \$750  Listed
Recognition on event signage for in-person event or slide deck at virtual event	✓	✓	✓
Recognition in event programs	✓	✓	✓
Recognition on event invitations and in e-newsletter (reach: 16,000+)	✓	✓	✓
Recognition on Metro Blooms website (reach: 23,000+)	✓	✓	
Verbal Recognition at beginning of events	✓		

[Contact us](#)

metroblooms.org | bluethumb.org