



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting

Wednesday, February 19, 2020

Agenda Item

Item 6. C. - Sponsorship of 2020 Salt Symposium

Prepared By

Linda Loomis, Administrator

Summary

The LMRWD received a request from Fortin Consulting to sponsor the 2020 Salt Symposium. This symposium, scheduled for August 5, 2020, is a little different than last year, in that the MPCA and Fortin Consulting have become independent from Freshwater. This is partly because previous Salt Symposiums have mainly focused on road salt. The MPCA wanted to include another major source of Chloride pollution in water and that is from household water softeners. It is likely that Freshwater will partner with the University of Minnesota's LTAP (Local Technical Assistance Program) to hold a road salt symposium this fall and that the LMRWD may be approached to sponsor this too.

A flyer with sponsorship levels is attached. There is money in the budget for this under the education line item. The total amount budgeted to education is \$30,000. Last year the LMRWD contributed to the February Road Salt Symposium and then made another contribution for the October Symposium. The Board may remember that in February the event was poorly attended as the date coincided with a snow event and a decision was made to move the event to a time before the beginning of the winter maintenance season.

Attachments

Sponsorship flyer

Recommended Action

Motion to sponsor August 5th Salt Symposium at the \$500



Sponsor the

2020

SALT SYMPOSIUM

August 5th at the Medina Entertainment Center

SPONSORSHIP PACKAGES AND BENEFITS

Platinum Sponsorship - \$5,000 donation

- ◆ Prominent logo placement on the symposium program, slideshow, and web pages, your materials included in every conference packet, brief podium presentation time, five (5) complimentary attendee registrations, and access to a vendor table or reserved space at the resource tables located in the main room.

Gold Sponsorship - \$2,500 donation

- ◆ Prominent logo placement in the symposium program, slideshow, and web pages, two (2) complimentary attendee registrations, and access to a vendor table or reserved space at the resource tables located in the main room.

Silver Sponsorship - \$1,000 donation

- ◆ Logo placement in the symposium program, slideshow, and web pages, one (1) complimentary attendee registration, and reserved space provided at the resource tables located in the main room.

Bronze Sponsorship - \$500 donation

- ◆ Listing as a Salt Symposium sponsor on the symposium program, slideshow, and web pages, and reserved space at the resource tables located in the main room.

Specialized Sponsorship - Contact us to start the conversation

- ◆ Consider sponsoring refreshments, out-of-town speakers, awards, MPCA Certified Smart Salting trainings, merchandise, and more! Contact Connie Fortin at 763-478-3606 or connie@fortinconsulting.com for details.

PROMOTE YOUR ORGANIZATION. PROTECT THE WATER.

SIGN-UP FOR SALT SYMPOSIUM SPONSORSHIP

- Platinum Sponsorship - \$5,000 donation
- Gold Sponsorship - \$2,500 donation
- Silver Sponsorship - \$1,000 donation
- Bronze Sponsorship - \$500 donation
- Special Sponsorship - _____

SPONSORSHIP FORM

Contact Name: _____ Date: _____

Organization/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Email: _____

- Check included by mail Please send me an invoice

Checks made payable to:
Fortin Consulting Inc.

Please send 1) this completed form and 2) your organization's logo to:
fci@fortinconsulting.com

To send checks and forms by mail, address the materials to:
Fortin Consulting, Inc. 215 Hamel Rd, Hamel, MN 55340

Sponsorship dollars will be used to reduce registration costs and bring more people into the conversation.

This event assembles hundreds of professionals from numerous industries, each following the latest developments in salt use and management, road maintenance, agronomy, and more. Your donations help bring more people to the table.

Thank you!