



IPM Institute of North America, Inc.

Harnessing Marketplace Power to Improve Health, Environment and Economics

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2014 Whole Foods Market
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2012, 2009 US EPA
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Award

2009, 2008, 2005, 2004
National Champion, U.S.
Environmental Protection
Agency, Pesticide
Environmental Stewardship
Program

2005 Children's
Environmental Health
Recognition Award, U.S.
Environmental Protection
Agency Office of Children's
Health Protection

September 8, 2020

Dear _____,

The IPM Institute of North America, Inc., an independent 501(c)3 non-profit formed to improve sustainability in agriculture and communities through Integrated Pest Management (IPM) and other sustainable practices, published its Midwest Grows Green (MGG) Lawn & Land Forum Toolkit in January of 2020 (see Lawncandland.org). The Forum Toolkit shares a wealth of practical information, data and case studies corroborating the efficacy of IPM and natural lawn care (NLC) strategies available for districts and local governments interested in sustainable lawn and sports field management.

We would like to offer _____ a sponsorship opportunity for this Toolkit and our overall sustainable landscaping outreach. MGG plans to coordinate a series of three training and informational webinars for Midwest Grows Green Week from March 22-26, 2021. The three webinars include the following: (1) A training workshop led by organic lawn care expert Chip Osborne to help landscape contractors add an organic lawn care service to their business, (2) a seminar that shares strategies to improve soil health on sports and recreational fields using compost and other organic matter dense materials, and (3) a seminar on viable and safe alternatives to glyphosate use in shoreline, coastline, and natural area management.

MGG Week sponsors can choose one of the three planned webinars to feature their logo on marketing and outreach materials. MGG will, also, recognizes your sponsorship on the LawncandLand.org "Supporter" webpage. IPM Institute's and MGG's marketing reaches thousands of local eco-conscious citizens, lawn service providers and consumers.

The sponsorship registration form below details the various participation levels. Please review this document at your earliest convenience. Feel free to contact me at randerson@ipminstitute.org or (773)-878-8245 to discuss any questions you may have.

Sincerely,

Ryan Anderson
Community IPM Outreach Specialist
IPM Institute of North America, Inc.





MGG Week

Sponsorship is open to companies that provide sustainable products and promote best practices in the Green Industry.

Sponsorship Form

Details:
MGG Week will host three webinars from March 22-26, 2021

Company Name _____

Contact Name and Title _____

Address _____

City/State/ Zip _____

Email _____

Phone _____

Sponsorship Levels:

Healthy Communities Level (\$1000) of the event includes:

- 5 minute speaking time at one MGG Week Webinar.
- Name and logo listed on all promotional materials for webinar chosen.
- Company logo featured prominently on "supporters" webpage for three years.
- Two complimentary tickets to chosen MGG Week Webinar (\$50 value)
- 4-5 social media mentions

Healthy Families Level (\$500) of the event includes:

- Name and logo listed on all promotional materials for one MGG Week webinar.
- Two complimentary tickets to chosen MGG Week webinar (\$50 value)
- Company logo prominently featured in the "Supporters" webpage for one year.
- 4-5 social media mentions.

Healthy Parks Level (\$250) of the event includes:

- Link to company website in the "Supporters" webpage for one year.
- Two complimentary tickets to one MGG Week webinar (\$50 value).
- 2-3 social media mentions

Healthy Homes Level (\$100) includes:

- Link to company website in the "Supporters" webpage for one year.
- One social media mention

Payment Information:

Enclosed is my check payable to IPM Institute of North America, Inc. (see address at left)

Credit Card

Visa

MasterCard

Card # _____

Exp. Date _____ CSC _____ (on the back of the card)

Name on Card _____

Mail or Email Information to:

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Madison, WI 53703

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