



7th ANNUAL

St. Louis River Summit

SPONSORSHIP PROSPECTUS

March 14-15, 2017

University of Wisconsin-Superior, Yellowjacket Union



SPONSORSHIP OPPORTUNITIES AVAILABLE!

Contact Erika Washburn

(715) 919-2154

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<https://goo.gl/eXlg7D>

DONATE ONLINE

About the 2017 St. Louis River Summit

Linking Climate, Landscapes and Community: The Road to Resilience

March 14-15, 2017

REACH

**250 regional stakeholders
invested in the St. Louis River system**

PURPOSE

Like an estuary, the St. Louis River Summit is a place where people meet and mix. It provides a diversity of solutions and strategies for a healthy St. Louis River Watershed. It also nourishes the community with education and outreach opportunities! The St. Louis River Summit brings together key audiences working in the region.

The Summit provides the opportunity to learn:

- The status and findings of current research,
- Results of implementing projects, and
- Ideas and status for future work.

The Summit actively fosters communication, networking and problem-solving on issues affecting the environmental health of the estuary and related community well-being.

LOCATION

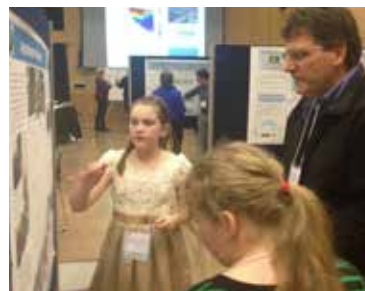
The Summit will take place on the **University of Wisconsin-Superior Campus**. The City of Superior is located in northwestern Wisconsin at the western tip of Lake Superior. Just minutes from miles of hiking trails and hundreds of shops and restaurants, UW-Superior sits in the beauty of the largest Great Lake and the Superior-Duluth region.

VENUE

Yellowjacket Union is located on the UW-Superior Campus. The Summit will convene in the Great Room, an elegant gathering space that will seat more than 250 attendees. Ample space is provided for exhibitors to interact with attendees during breaks and lunch. Speakers are elevated on stage with two large screens for great visibility from the audience. The Union Landing is a flexible anteroom for Great Room events. It serves as the passageway to the Great Room and meeting rooms and can function as a general registration area, a casual lounge, or a reception space.

MEDIA ROOM

We provide an adjacent room for speaker, sponsor, organizer and participant interviews with the media.



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2017 St. Louis River Summit Themes & Schedule

2017 PRESENTATION THEMES

- **Community Well-being**

EXAMPLES: human relationships with the river, human behavior and decisions, land use changes

- **Dynamic Landscapes**

EXAMPLES: habitats, estuary processes, ecosystems, restoration, resiliency, remediation

- **Area of Concern Progress**

EXAMPLES: removing legacy impairments, updates, financing

- **Monitoring to Understand**

EXAMPLES: what to measure, how to work together, how to assess success, what is the “new normal”

2017 PRESENTATION FORMATS

- 10-minute Ignite
- 20-minute oral presentations
- Poster presentations

2016 SUMMIT REFERENCE MATERIALS

[2016 Audio Archive of all Summit presentations](#)

[2016 Summit Agenda](#)

[2016 Summit Abstract](#)

[2016 Summit Attendee Roster](#)

2017 SCHEDULE-AT-A-GLANCE

	Tuesday, March 14	Wednesday, March 15
MORNING	<ul style="list-style-type: none"> • Welcome • Opening Remarks • Keynote 	<ul style="list-style-type: none"> • Welcome • Opening Remarks
	BREAK	BREAK
	General Session	General Session
MID-DAY	LUNCH & NETWORKING	LUNCH & NETWORKING
AFTERNOON	General Session	General Session
	BREAK	BREAK
	General Session	General Session
	Closing Remarks	Closing Remarks & Adjourn
EARLY EVENING	POSTER SESSION	
	THE RIVER TALKS	



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Summit Sponsorship Levels & Benefits
















Your support will help keep this important event **affordable for all participants**

Get your message, products, and services in front of more than **250 Summit participants from the Western Lake Superior region**. Sponsors, exhibitors, and attendees at the 2017 St. Louis River Summit will include **decision-makers from government, business, nonprofit organizations, foundations, academic institutions, start-ups, tribes, and grassroots associations.**

AS SPONSORS AND EXHIBITORS OF THE 2017 SUMMIT, YOU WILL:

- Demonstrate your company's community support,
- Develop new contacts,
- Participate in presentations, sessions and discussions,
- Advertise in promotional materials and outreach,
- Nurture business development,
- Promote your services with key coastal decision-makers working on St. Louis River restoration, management and research,
- Network with stakeholders from government, academia, tribal, private, public and nonprofit organizations.

SPONSOR BENEFITS

	Superior \$2,000 and above	Watershed \$1,000 - \$1,999	River \$500 - \$999	Tributary \$250 - \$499	Nonprofit \$150 and above	Sponsor a Student Increments of \$30
Sponsorship of one of the following: lunch, break, The River Talks or poster session	•					
Recognition in news releases	•	•				
Recognition on social media	•	•				
Recognition from the podium in the plenary sessions						
Recognition in eNewsletters	•	•	•	•		
Recognition on sponsor signage				•	•	
Complimentary registrations	10	5	2	1	1	
Exhibitor table/space (8' x 6')	Most prominent location	Very prominent location	Prominent location	•	•	
Recognition on sponsor slide displayed during breaks and lunch				•	•	•
Recognition in Summit program				•	•	•
Recognition on Summit website				•	•	•
Recognition on student sponsor signage						•

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Superior Sponsor • \$2,000 and above

Choose from one of the following **EXCLUSIVE BENEFIT opportunities:**

- **Lunches** (Two)

Delicious food with only the finest and freshest ingredients will be served buffet style on the Union Landing as guests move to the Great Hall to dine. Our Superior Lunch Sponsor will be recognized in the buffet line and on a slide alternating with the combined sponsor slide during lunch.

- **Breaks** (Four)

A continental breakfast bar will feature an assortment of delicious rolls and breads, fruit, coffee, and tea. Late morning and afternoon breaks will feature fresh fruit and an assortment of treats. As always, gluten free options will be available. Our Superior Break Sponsor will be recognized on signage at the refreshment table.

- **The River Talks**

The River Talks presentation will take place in the early evening of March 14 in conjunction with the poster session. Once *the River Talks* presentation has been finalized, we will work with your company, as its sole sponsor, to ensure recognition in *The River Talks* promotions. We work with UW-Superior's Director of Communication and the Communications and External Relations, UW-Extension and UW Colleges to promote *The River Talks* presentation.

- **Poster Session**

The poster session immediately follows closing remarks on March 14. It takes place on the Union Landing at UW-Superior just outside the Great Hall. It will be accompanied by free appetizers and a cash bar. Poster presenters are University students, natural resource professionals and researchers and, last year, local fifth graders wowed attendees with their ability to defend their poster as part of the Rivers2Lake Program.

Additional Benefits:

- 10 complimentary registrations
- Recognition in news releases
- Recognition in a minimum of five eNewsletters
- Recognition on social media
- **MOST PROMINENT LOGO** and **VERBAL** recognition from the podium in the plenary sessions
- **MOST PROMINENT LOGO** recognition on sponsor signage positioned at Summit entrance
- **MOST PROMINENT LOCATION** of exhibitor table/space (8' x 6')
- **MOST PROMINENT LOGO** recognition on sponsor slide displayed during **two lunches and four breaks**
- **MOST PROMINENT LOGO** recognition in Summit program
- **MOST PROMINENT LOGO** recognition and **LINK** on Summit website



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Additional Summit Sponsorship Levels & Benefits

Watershed

\$1,000 - \$1,999

- 5 complimentary registrations
- Recognition in news releases
- Recognition in a minimum of five eNewsletters
- Recognition on social media
- **VERY PROMINENT LOGO** and **VERBAL** recognition from the podium in the plenary sessions
- **VERY PROMINENT LOGO** recognition on sponsor signage positioned at Summit entrance
- **VERY PROMINENT LOCATION** of exhibitor table/space (8' x 6')
- **VERY PROMINENT LOGO** recognition on sponsor slide displayed during two lunches and four breaks
- **VERY PROMINENT LOGO** recognition in Summit program
- **VERY PROMINENT LOGO** recognition and **LINK** on Summit website

River

\$500 - \$999

- 2 complimentary registrations
- Recognition in news releases
- Recognition in a minimum of five eNewsletters
- Recognition on social media
- **PROMINENT LOGO** and **VERBAL** recognition from the podium in the plenary sessions
- **PROMINENT LOGO** recognition on sponsor signage positioned at Summit entrance
- **PROMINENT LOCATION** of exhibitor table/space (8' x 6')
- **PROMINENT LOGO** recognition on sponsor slide displayed during two lunches and four breaks
- **PROMINENT LOGO** recognition in Summit program
- **PROMINENT LOGO** recognition and **LINK** on Summit website

Tributary

\$250 - \$499

- 1 complimentary registration
- Recognition on sponsor signage positioned at Summit entrance
- Exhibitor table/space (8' x 6')
- Recognition on sponsor slide displayed during two lunches and four breaks
- Recognition in Summit program
- Recognition on Summit website

Nonprofit

\$150 and above

- 1 complimentary registration
- Recognition on sponsor signage positioned at Summit entrance
- Exhibitor table/space (8' x 6')
- Recognition on sponsor slide displayed during two lunches and four breaks
- Recognition in Summit program
- Recognition on Summit website



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Additional Sponsorship Opportunities

Sponsor a Student

Increments of \$30

- Recognition on student sponsor signage
- Recognition on sponsor slide displayed during two lunches and four breaks
- Recognition in Summit program
- Recognition on Summit website

Our community and student engagement planning team works with local universities and student organizations to engage and recruit students for presentations. To ensure we are fostering the next generation of natural resource professionals from a variety of fields students attend free of charge. Your support will help defray the expenses (\$30 per student) associated with registration. These expenses include breaks, lunch and all the behind the scenes work associated with delivering the Summit. **We thank you for supporting the next generation of St. Louis River supporters!** We hope you find that this opportunity has a strong appeal to your organization.

Contributor

In-kind donation

- Recognition in Summit program
- Recognition on Summit website

HOW TO SPONSOR 2017 St. Louis River Summit

1. ONLINE DONATION

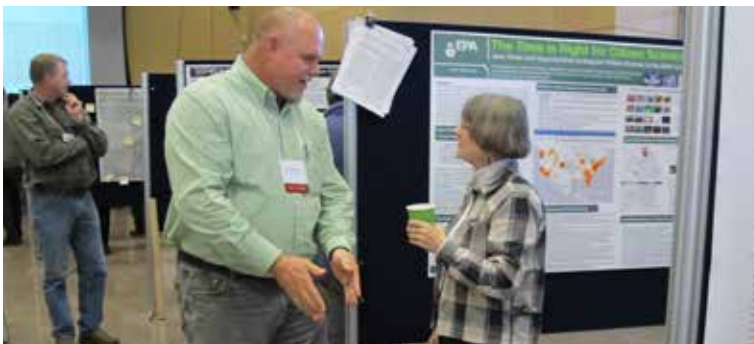
Pledge and donate online via credit card, or request to be invoiced

- Visit <https://goo.gl/eXlg7D>
- Select **Sponsor**

DONATE ONLINE NOW!

2. CONTACT ERIKA WASHBURN

- erika.washburn@ces.uwex.edu
- (715) 919-2154



YOUR SUPPORT MAKES THIS EVENT POSSIBLE.

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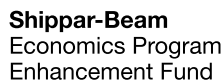
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THANK YOU TO OUR 2016 SUMMIT SPONSORS



Solid Solutions for a Fluid Industry



2017 SUMMIT PLANNING COMMITTEE

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Dale Bergeron, Minnesota Sea Grant
Dave Bolgrien, US EPA Mid-Continent Ecology Division
Jessy Carlson, USEPA, Mid-Continent Ecology Division
Gene Clark, Wisconsin Sea Grant Institute
Sarah Congdon, UW Environmental Resources Center
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LakeSuperiorReserve.org

