

**MEMORANDUM**  
**Comfort Lake-Forest Lake Watershed District**

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**To:** Board of Managers  
**From:** Mike Kinney  
**Subject:** Road Salt Symposium

**Date:** September 4, 2019

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**Background/Discussion**

The Fresh Water Society sent the attached request to be a sponsor the Road Salt Symposium in October. The overall 2019 year-end total for budget expenditures is expected to come in under the actual budgeted amount so the Board may consider this as they deliberate this appeal.

**Attached:** Road Salt Symposium Information from Freshwater Society

## 19TH ANNUAL ROAD SALT SYMPOSIUM SPONSORSHIP OPPORTUNITY



### Why sponsor?

The Annual Road Salt Symposium is the region's premiere event focused on the latest innovations, trends, and best practices for reducing salt use while maintaining safe roads. The symposium has doubled attendance in recent years to over 300, with attendees from around the region eager to share ideas about wise salt use, creating a win-win that protects our communities *and* our environment. The symposium is co-hosted with Connie Fortin of Fortin Consulting, a leader in the chloride reduction field.

This high profile event is often featured by local news stations. Sponsors are promoted in print and digital marketing channels that reach thousands. With dozens of lakes statewide having excessive levels of chloride from road salt runoff, we must continue to educate people and develop strategies for reducing salt use. Your sponsorship will show your support for this important topic and help keep Minnesota on the leading edge of finding solutions.

### What we do

Freshwater is a nonprofit organization working to inspire and empower people to value and preserve our freshwater resources. We focus on ensuring Minnesota's groundwater supplies are sustainable and preventing polluted runoff from contaminating our lakes, rivers, and streams.

**See reverse for sponsorship levels.**



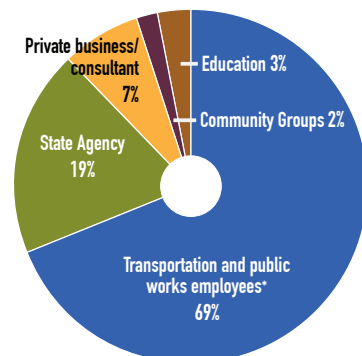
### EVENT DETAILS

**WHAT:** 19th Annual Road Salt Symposium, a high profile, day-long conference on trends and techniques in winter road maintenance that are a win-win for both public safety and the health of lakes and streams.

**WHEN:** Thursday, October 24, 2019

**WHERE:** Jimmy's Event Center, Vadnais Heights

**WHO:** Transportation and public works employees, local government and state agency staff, private businesses, and community groups



**Attendees**

\*city, county, regional, tribal

## ROAD SALT SYMPOSIUM SPONSORSHIP LEVELS



	CHAMPION* (\$5,000)	STEWARD* (\$2,500)	SUSTAINER (\$1,000)	ENTHUSIAST (\$500)
Logo display** print & digital (invitations***, event program and signage, website, social media)	X	X	X	X
On-screen display at symposium	X	X	X	X
Event registrations included	Three	Two	One	
Verbal recognition from podium†	X	X	X	
Vendor table	Full table, premier placement	Full table	Exhibit space	
Logo printed on table displays	X	X		
Optional promotion item at each event seat*	X			

\*Promotional item subject to agreement

\*\*Logo placement and dimensions commensurate with level

\*\*\*Sponsorship must be confirmed early to ensure this benefit

† Contact Mary to discuss an opportunity to speak from the stage.

*Freshwater Society is a 501(c)(3) nonprofit organization. Your contribution is tax deductible to the fullest extent of the law.*

To sponsor, contact Mary Salisbury at 651-313-5817  
or [msalisbury@freshwater.org](mailto:msalisbury@freshwater.org).

Interested in becoming the lead sponsor?  
Contact Mary to discuss the custom benefits.

Learn more about the Road Salt Symposium:  
[freshwater.org/road-salt](http://freshwater.org/road-salt)

**MARKETING  
REACH**

Facebook/Twitter	3K+
Email invites	11K
Newsletter/blog	3K+
Annual report	8K
Gala attendees	300+