



MIDWEST ECOLOGICAL LANDSCAPING ASSOCIATION

2010 Sponsorship Opportunities - Overview

The Midwest Ecological Landscaping Association (www.melaweb.org):

- Is the first trade association of green industry professionals in the Midwest dedicated to adopting sustainable designs, methods and materials as standard practice throughout the industry
- Was founded in 2002 to provide a meaningful contribution to the regular use of ecologically sound practices for landscape care and management
- Is known for its high quality networking and educational events, including:
 - The *Annual Conference*, held in partnership with the Chicago Botanic Garden during the month of February each year (200 attendees expected in 2010)
 - The *Summer Fiesta*, held in July each year. Sponsored in 2009 by the Shedd Aquarium (100 attendees expected in 2010)
 - The *Members Meeting*, held in September each year. Sponsored in 2009 by Cantigny Gardens (100 attendees expected in 2010)

MELA members include **professional organizations** from all aspects of the industry, including:

- landscape architects, designers and contractors
- growers
- garden centers
- manufacturers and distributors of supplies for the horticulture industry
- arborists
- public gardens and other outdoor education organizations
- horticulture media
- municipalities and government organizations

Today, MELA is positioned to help its members interpret and adopt the new sustainability guidelines for landscapes, published November 5, 2009 by the Sustainable Sites Initiative: www.sustainablesites.org

2010 Sponsorship Levels

Amount	Opportunity	Benefits
\$5000	Premier Annual Sponsorship	<ul style="list-style-type: none"> • MELA organizational membership • Publicity on the MELA website's home page throughout the year • 2 tickets to each of MELA's events during the year, including Annual Conference, the Summer Fiesta, and the Fall Membership Meeting • The opportunity to speak at each MELA event • No fee for participation in the vendor fair at the Annual Conference
\$3500	Annual Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page throughout the year • MELA organizational membership • 2 tickets to Annual Conference • 1 ticket to each of our other events: Summer Fiesta and Fall Membership Meeting • The opportunity to speak at each MELA event • 50% reduction in the fee for participation in the Vendor Fair at the Annual Conference
\$2500	Sponsor a MELA Intern	<ul style="list-style-type: none"> • MELA organizational membership • Publicity throughout the year on the project page on the MELA website • The opportunity to participate in the project working group • 1 ticket to each MELA event: Annual Conference, Summer Fiesta, and Fall Membership Meeting
\$2000	Sustainability in Action Project Sponsorship	<ul style="list-style-type: none"> • MELA Organizational membership • Publicity on MELA website and the project site • The opportunity to participate in the project working group • 1 ticket to each MELA event: Annual Conference, Summer Fiesta, and Fall Membership Meeting
\$1500	Premier Annual Conference Sponsorship	<p>Receive top billing at THE sustainability event of the season in Chicago!</p> <ul style="list-style-type: none"> • MELA organizational membership • Publicity on the MELA website's home page, in our newsletter and on all conference publicity leading up to the event • An opportunity to speak at the Conference • 2 tickets to the Conference

\$1200	Premier Summer Fiesta Sponsorship	<p>Receive top billing at this event!</p> <ul style="list-style-type: none"> • MELA organizational membership • Publicity on the MELA website's home page, in our newsletter and on all conference publicity leading up to the event • An opportunity to speak at the event • 2 tickets to the Summer Fiesta
\$1200	Premier Fall Membership Meeting Sponsorship	<p>Receive top billing at this event!</p> <ul style="list-style-type: none"> • MELA organizational membership • Publicity on the MELA website's home page, in our newsletter and on all conference publicity leading up to the event • An opportunity to speak at the event • 2 tickets to the Fall Membership Meeting
\$850	Annual Conference Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page, in our newsletter and on all conference publicity leading up to the event • 2 tickets to the Conference
\$600	Summer Fiesta Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page, in our newsletter and in all conference publicity leading up to the event • 1 ticket to the Summer Fiesta
\$600	Fall Membership Meeting Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page, in our newsletter and in all conference publicity leading up to the event • 1 ticket to the Fall Membership Meeting
\$500	Annual Conference Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page, in our newsletter and on all conference publicity leading up to the event • 1 ticket to the Conference
\$300	Catering Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page, in our newsletter and in all conference publicity leading up to the event • The opportunity to help select the menu!
\$200	Program Sponsorship	<ul style="list-style-type: none"> • Publicity on the MELA website's home page, in our newsletter and in all conference publicity leading up to the event • Opportunity to designate your sponsorship to a speaker or program of your choice at one of our events during 2010
\$100	Get Involved Sponsorship	<ul style="list-style-type: none"> • The opportunity to join the ranks of MELA sponsors • Publicity on event materials and signage at the event sponsored