



## Making a Great Lake Superior 2007:

A Conference Linking Research, Education, and Management

October 29 - 31, 2007 in Duluth, MN

at the Duluth Entertainment and Convention Center

[www.seagrant.umn.edu/superior2007](http://www.seagrant.umn.edu/superior2007)

### Sponsorship Prospectus

Dear Friends and Colleagues,

It is our pleasure to invite you to participate in the **Making a Great Lake Superior 2007** conference, being held in Duluth, Minnesota, from October 29 to 31, 2007. This conference is focused on the most pressing issues facing the Lake Superior ecosystem and incorporates how research, education, and resource management are attempting to address these issues. We look forward to lively dialogue among people of different disciplines, and we will also be holding facilitated workgroups to develop recommendations and priorities for future research, education, outreach, and management.

Protecting and restoring the Great Lakes is of binational importance. Research continues to provide important insights on ecosystem functions, the impacts of human activities, and effective ways to reduce those impacts. Education and outreach provide vital links among basin residents and stakeholders, researchers, and resource managers. The needs of basin communities are evolving as populations change and economic and cultural paradigms shift. **Making a Great Lake Superior 2007** will unite people throughout the Lake Superior Watershed in discussions about:

- Transforming research results into effective protection and restoration activities for Lake Superior,
- How management approaches and projects reflect priorities,
- Information needs of land and resource managers, and how this information can best be brought to bear on critical issues,
- The role of educators to help ensure accurate information about Lake Superior is reaching the right audiences in the right way, and
- The role of citizen groups and individuals in protecting Lake Superior.

Be part of **Making a Great Lake Superior 2007!** In 2.5 days, this conference will offer focused plenary presentations, contributed sessions, exhibits, posters, evening social events, pre-conference community events, and post-conference field trips. This document describes opportunities for sponsoring specific components of the conference in order to achieve a positive outcome for the expected 300-400 attendees. Sponsoring a portion of the conference will also increase our ability to provide scholarships and travel awards to students and teachers, beginning professionals, local government representatives, citizen and volunteer organization members, and other individuals who would otherwise be unable to attend.

**Conference venue:** Duluth Entertainment and Convention Center, Duluth, Minnesota:  
<http://www.decc.org>

**An invitation:** Companies, agencies and organizations are invited to sponsor the conference, and may target donations toward a variety of opportunities and events. Each opportunity will increase the visibility and impact of your organization. For additional information about the conference, please visit: [www.seagrant.umn.edu/superior2007](http://www.seagrant.umn.edu/superior2007).

We are honored to host this prominent conference and cordially invite you to participate, contribute, and ensure its success.

**Liz, John, Jesse and Jan**  
*Conference Co-Chairs*

Elizabeth LaPlante, U.S. Environmental Protection Agency-Great Lakes National Program Office, 77 W. Jackson, Chicago, IL 60604

John Marsden, Environment Canada, 4905 Dufferin Street, Toronto, Ontario, Canada M3H 5T4

Jesse Schomberg, University of Minnesota Sea Grant Program, 2305 E. 5<sup>th</sup> St, Duluth, MN 55812

Janet Keough, U.S. Environmental Protection Agency National Health and Environmental Effects Research Laboratory, Midcontinent Ecology Division, 6201 Congdon Blvd., Duluth, MN 55804

# Introduction to the Conference

**Official Name:** Making a Great Lake Superior 2007

**Date and Location:** October 29-31, 2007, Duluth, Minnesota

**Site:** Duluth Entertainment and Convention Center ([www.decc.org](http://www.decc.org))

**Major Collaborators:** U.S. Environmental Protection Agency, Environment Canada, Lake Superior Binational Program, MN, WI, and MI Sea Grant programs

**Theme:** Linking research, education, and management to protect Lake Superior

**Contact:** Jesse Schomberg, Minnesota Sea Grant: [jschombe@d.umn.edu](mailto:jschombe@d.umn.edu), 218-726-6182

## Plenary Sessions:

- The State of Lake Superior
- Climate Change and Lake Superior: Ecology, Economy, and Resource Management
- Moving Forward in Protecting Lake Superior:
  - Next Steps for Research, Education, and Management
  - Local Elected Officials Panel: Success Stories and Challenges

## Topical Concurrent Sessions:

- Water levels and withdrawals
- Climate change
- Invasive species
- Toxic pollutants
- Habitat conservation and species management
- Human health and safety
- Fisheries and aquatic ecology
- Areas of Concern
- Non-point source pollution/stormwater runoff
- Sustainability
- Watershed stewardship
- GIS, Great Lakes Observing System, and information management

**Attendance goals:** 300-400 participants, 110 oral presentations, 150 poster presentations

**Who will participate:** Restoring and protecting Lake Superior requires broad efforts and knowledge. The conference is open for all to attend. **Making a Great Lake Superior 2007** will be attended by individuals and groups involved in research, educational activities, or resource management in the Lake Superior Watershed, including, but not limited to:

Researchers

Tribes and First Nations

Business and industry

Educators

Communities

Students

Government agencies

Citizen groups

Local governments

## Environmental Statement:

**Making a Great Lake Superior 2007** pledges to reduce the impact to the air, water, and land of the Lake Superior Basin from the transportation, energy demand, and waste created by planning and attending this conference. To this end, **Making a Great Lake Superior 2007** will reduce the overall impact of the conference and respect the spirit of the Lake Superior Zero Discharge Demonstration Program to eliminate the release of toxic substances in the basin, through a pollution prevention approach to all aspects of the conference including:

- ✓ Offsetting all unavoidable carbon emissions through the implementation of a carbon neutral strategy
- ✓ Decreasing the amount of waste produced by the conference
- ✓ Reducing energy and water consumption
- ✓ Disposing of waste in an environmentally responsible manner
- ✓ Eliminating the use of harmful chemicals at the event

## **Sponsorship**

The **Making a Great Lake Superior 2007** organizers are currently seeking sponsors and encourage your organization's financial support. Facilitated by generous financial support from private, governmental, and academic organizations, this international conference will be a premier venue for exchanging information on the Lake Superior ecosystem. Conference organizers are working to increase conference attendance by groups that are often under-represented – students, teachers, emerging professionals, and representatives of local governments (counties, cities, and townships).

Three levels of sponsorship are available, as indicated below. Amounts are denoted in U.S. dollars. **Exhibition booths and display tables are provided for all conference sponsors.**

### **Superior Sponsor - \$5,000 or greater**

- Organization's name and logo highlighted as a Superior Sponsor on conference announcements, publications, and Web site, with a link to your organization's Web site.
- Organization's name and logo displayed as a Superior Sponsor in the conference program.
- Premium booth or display table space.
- Three full conference registrations.

### **Contributing Sponsor - \$1,000 to \$4,999**

- Organization's name highlighted as a Contributing Sponsor on conference announcements and Web site, with a link to your organization's Web site.
- Organization's name displayed as a Contributing Sponsor in the conference program.
- An exhibitor booth or display table.
- Two full conference registrations.

### **Supporting Sponsor - \$500 to \$999**

- Your organization's name listed as a Supporting Sponsor on conference announcements and Web site, with a link to your organization's Web site.
- Your organization's name listed as a Supporting Sponsor in the conference program.
- An exhibitor booth or display table.
- One full conference registration.

Sponsors may choose to have their monetary contributions designated to support a specific conference activity, item, or event. Examples include travel support for members of under-represented groups, poster reception, banquet, and coffee breaks. Questions regarding sponsorship and payment options should be directed to Jesse Schomberg (jschombe@d.umn.edu; 218-726-6182).

**Sponsors as of March 28, 2007:**

U.S. Environmental Protection Agency, University of Minnesota Sea Grant Program, Michigan Sea Grant Program, Wisconsin Sea Grant Institute, Ontario Ministry of the Environment, Ontario Ministry of Natural Resources.

## Targeted Sponsorship

Specify where your dollars go! Consider supporting one or more of the opportunities listed below. Your organization's contribution(s) will be highlighted appropriately. Many customized sponsorships are available for the events listed below. We'd be glad to discuss the possibilities with you!

### ★ *Travel Scholarships*

Even though their contributions to conferences such as **Making a Great Lake Superior 2007** could be significant, students and teachers, local government officials, municipal employees, citizen or volunteer organization members, and emerging professionals are often unable to afford to attend. By sponsoring travel scholarships, you will help individuals in these under-represented groups participate in **Making a Great Lake Superior 2007**. You may contribute any amount to travel scholarships.

### ★ *Social Event Sponsor*

Sponsoring a social event entitles an organization to the following benefits:

- Prominent display of your organization's name and logo during the event
- Notice of sponsorship in the conferences program (deadline: August 31, 2007)

### **Pre-Conference Event: Sunday, October 28th**

***Best of Big Top Chautauqua!*** Help us bring the Big Top to Duluth to kick off the conference and involve the wider community in celebrating Lake Superior. Sponsorship cost is \$7,000. Sponsoring this event guarantees minimal admission fees for conference attendees and the general public.

### **Morning Refreshments** (3 opportunities)

Attendees will be offered a selection of muffins, bagels, coffee, and juices during the three mornings of the conference. Sponsoring cost is \$1,800 per day.

### **Coffee break** (5 opportunities)

There will be one 20-30 minute break each morning, and one 20-30 minute break each afternoon. Coffee break sponsorships are \$1,200 per break.

### **Lunch** (2 opportunities)

Sit-down networking lunches will be provided on Monday and Tuesday. Sponsorship of this event is \$3,800 per lunch.

### **Evening Poster Session and Reception**

A Monday evening poster session will follow the day's concurrent sessions. This event will be designed to maximize networking opportunities and will be held in the exhibition hall. The art room will also be open to allow participants to enjoy artworks and screenings of Lake Superior-related videos. The cost for sponsoring this reception is \$5,500.

## **Lake Superior Banquet**

The Tuesday evening banquet will be a highlight of the conference, with events including a keynote speaker and an awards ceremony. Full sponsorship of this event is \$10,000. You may co-sponsor this event for \$5,000.

## **★ *Field Trip and Volunteer Opportunity Sponsorship***

The conference will be organizing several community volunteer opportunities prior to the conference on Sunday, and several local field trips, both before the conference on Sunday afternoon and after the conference concludes on Wednesday afternoon. Volunteer opportunities will include events such as hiking trail clearing and buckthorn removal. Field trips will include visits to local sites of interest, such as a boat tour of the St. Louis River Area of Concern and a tour of innovative stormwater practices in the Twin Ports. Sponsorship opportunities include travel costs, rental fees, and refreshments for participants. Please contact us to discuss the possibilities.

## **Sponsorship Contact**

Jesse Schomberg  
Conference Co-Chair  
University of Minnesota Sea Grant Program  
2305 E. 5<sup>th</sup> St, Duluth, MN 55812  
phone: 218-726-6182  
fax: 218-726-6556  
e-mail: jschombe@d.umn.edu

Targeted sponsorship is on a first-come, first-served basis. Please contact us early to assure your spot on the conference program. We encourage discussion of sponsorship opportunities!

## **Payment**

Payment for any opportunity in this prospectus must be received by August 31, 2007, to ensure that your company or organization name and logo appear on printed materials. Sponsorships will be accepted up to October 29, but printed acknowledgements cannot be guaranteed after August 31, 2007.

All payments should be made in US Dollars by:

- Cashier's check or money order payable to: University of Minnesota- Sea Grant Program
- Bank Fund Transfer (please contact Jesse Schomberg for details)
- Purchase Order (Please include a paper copy of the P.O.)

## **SPONSORSHIP SUBMISSION FORM**