



Blue Thumb is an education program of Metro Blooms



Metro Blooms: Our Vision and Work

Metro Bloom's mission is to partner with communities to create resilient landscapes and foster clean watersheds, embracing the values of equity and inclusion to solve environmental challenges. We partner with residents, neighborhood groups, small businesses, youth, elders, nonprofits and local governments, to co-create natural outdoor spaces to help mitigate the effects of climate change – supporting pollinators and people along the way.

Blue Thumb: Education and Partnership

Blue Thumb is the education program of Metro Blooms and a partnership of local governments and private partners working to plant for clean water and pollinators. Through Blue Thumb, Metro Blooms collaborates with partners to offer workshops, programs, and DIY resources on pollinator plantings and stormwater management for residents across Minnesota. This includes the statewide Lawns to Legumes individual grant program and the Sustainable Landcare Training.

Together We Can Make a Bigger Impact

Like the natural environment, Metro Blooms' work is interconnected. Learning and sharing knowledge about our environment is highly interdependent - we believe that healing the earth and healing our connections with one another go hand in hand. However, this work is heavily reliant on grant funding that is often very restrictive. There's a gap in being able to fully support and follow the ideas of the community partners when funding only covers part of a very narrow aspect of an outdoor project.

Additional flexible funding from your sponsorship would allow Metro Blooms to:

Transfer 20% of funding directly to residents in BIPOC, low-income, rental, and EJ communities that participate in our projects.

Expand our educational materials and resources for out of metro audiences (e.g. rural communities and northernmost climates).

Evolve our programs to be more inclusive of historical and indigenous knowledge and land care practices often left out in education.

Create more robust shoreline restoration resources and expand the reach of our Resilient Shorelines workshop to protect the health of our 10,000 lakes.

Develop and grow partnerships with values-aligned multi-family and affordable housing organizations, including tenant advocacy groups.

Stay meaningfully engaged with communities as a trusted resource, providing continued investment in the neighborhood as needs arise.






Sustainable Landcare Training Sponsorship

Audience: Local Government Partners, Participants

Through our Sustainable Landcare Program we create pathways to green jobs. We're training an emerging workforce of young adults, age 18 - 25, in underserved communities, ensuring they are the first to benefit from economic opportunities stemming from the millions of dollars invested in green infrastructure annually. Sponsorships carry out the program, hire experts and speakers in ecology and sustainable practices, provide training stipends to participants, and helps ensure a diverse training staff.

"We don't do much marketing ourselves so we are still happy to receive any marketing we can get via sponsorship. ... It's great that some of the programs focus on teaching maintenance. It seems like that is the component that is missing in a lot of gardens." -Ian, Watercourse Design, 2023 Seed Sponsor

Sponsorship Level	Bloom \$5,000 	Flower \$2,500 	Seed \$1,500 
Recognition on bluethumb.org and metroblooms.org (reach: 100,000+ annual users)	✓	✓	✓
Blue Thumb social media promotional post on FB, IG, or LinkedIn (reach: up to 5,000+ organically) Optional add-on to boost posts for \$50/post	✓ 2 custom posts	✓ 1 custom posts	
Featured in a sponsor spotlight blog post interview about topic of your choice (reach: 8,500+)	✓		
Recognition at Blue Thumb annual partner event (in person reach: 50+ partners)	✓		