



Designing with Purpose

February 17, 2023 | Brookside Gardens | 9:30 a.m.—4:00 p.m.

Brookside Gardens celebrates its 20th GreenScapes Symposium, which is the largest sustainable landscapes symposium in the mid-Atlantic region attracting more than 1,000 participants. Marketing outreach for this virtual event will target both regional and national audiences. The Symposium will highlight design strategies for specific outcomes and purposes, ranging from climate resilient gardens to designing urban green spaces that engage diverse communities. Featured topics and speakers include:

- **Quest for Climate Resiliency: Adaptive Strategies for Sustainable Plant Design**
Laura Hansplant, landscape architect and co-owner at Studio Sustena
- **On This Land: Connecting Minority Communities to the Natural World**
Veronica Tyson-Straight, landscape designer, educator, artist and Horticulture Manager at Randall's Island Park Alliance
- **Unlawning Suburbia: Lessons in the Design and Management of Nature-Inspired Landscapes**
Benjamin Vogt, Author & Owner, Monarch Gardens
- **Soak it up: Carbon Sequestering Sites**
Pamela Conrad, landscape architect, founder of Climate Positive Design, and current Loeb Fellow, Harvard Graduate School of Design

Brookside Gardens' annual GreenScapes Symposium explores the latest topics related to sustainability and the environment. Industry leaders provide in-depth information on a diversity of issues surrounding the annual theme.

The Symposium targets wide-ranging sectors of the green industry:

- Landscape Architects, Designers, and Contractors
- Nurseries; Botanical Gardens
- Arborists; Tree and Lawn Care Companies
- Developers; Planners; Natural Resource Managers
- Community Activists; Master Gardeners; and Homeowners

Brookside Gardens, in Wheaton, Maryland, is an extraordinary and inspiring cultivated landscape. Through beautifully designed gardens, diverse learning opportunities, and an engaging staff, we motivate our visitors to take action in their own lives and landscapes to appreciate and care for the plants around them.

Sponsorship Benefits

Your generous support of the Greenscapes Symposium will be recognized as below. For more information on Symposium sponsorship, please contact Ellen Bennett at Ellen.Bennett@MontgomeryParks.org or 301/962-1402.

	\$1,250 Presenting Sponsor (limit 5)	\$500 Associate	\$250 Friend	\$125 Donor
Complimentary registrations	10 (value \$450)	5 (value \$225)	3 (value \$135)	1 (value \$45)
GreenScapes website listing	✓	✓	✓	✓
Logo on donor slide prior to each session	✓	✓	✓	✓
Promotional info in virtual registration packets	✓	✓	✓	
Logo on Montgomery Parks GreenScapes calendar page	✓	✓	✓	
Promotion on Brookside Gardens FaceBook page (12,000 followers)	3 listings	2 listings	1 listing	
Promotion in Brookside Gardens eNewsletter (3,700 subscribers)	2 listing	1 listing		
Thank you on Montgomery Parks FaceBook page (35,500 followers)	3 listings	1 listing		
Promotion in Montgomery Parks eNewsletter (29,000 subscribers)	1 listing	1 listing		
Promotion on Montgomery Parks Twitter, LinkedIn, NextDoor pages	1 listing each			
Presentation to audience during lunch break	10 minutes (option for pre-recorded or live address)			



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