



## SPONSORSHIP OPPORTUNITIES

### Practical Tools for Designing Resilient Landscapes

February 14, 2025 | Brookside Gardens | 9:00 a.m.- 4:00 p.m.

Brookside Gardens' GreenScapes Symposium 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. Join us for a fascinating day of presentations offering practical strategies to overcome obstacles to creating sustainable landscapes. Featured topics and speakers include:

- **Responding To a Rapidly Changing Climate: The Case for Diversity & Plant Palette Expansion in Urban Landscapes**  
Kim Shearer, Director of Collections & Curator, The Morton Arboretum & Chair, USDA Woody Landscape Plant Crop Germplasm Committee
- **Species, Cultivars and Selections: Design Matrixes for Making Smarter Choices in Your Landscapes**  
Ulrich Lorimer, Director of Horticulture, Native Plant Trust
- **Practicing New Naturalism: Site-Specific Plantings in Public and Private Places**  
Kelly Norris, award-winning landscape designer, horticulturist, author
- **Resilient RainScapes: Designs That Thrive in Climate Extremes**  
Ann English, Montgomery County Department of Environmental Protection staff

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](mailto:Ellen.Bennett@MontgomeryParks.org) or 301/962-1402.

	<b>\$1,500 Presenting Sponsor</b>	<b>\$500 Associate</b>	<b>\$250 Friend</b>	<b>\$125 Donor</b>
Complimentary registrations	15 (value \$825)	5 (value \$275)	3 (value \$165)	1 (value \$55)
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 (16,000 followers)	3 listings	2 listings	1 listing	
Promotion in Brookside Gardens eNewsletter (11,000 subscribers)	2 listing	1 listing		
Thank you on Montgomery Parks FaceBook page (39,000 followers)	2 listings	1 listing		
Promotion in Montgomery Parks eNewsletter (51,000 subscribers)	1 listing	1 listing		
Promotion on Montgomery Parks Twitter, LinkedIn, NextDoor pages	1 listing each			
Presentation to audience during lunch break	5 minutes (option for pre-recorded or live address)			



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