



# LOWER MINNESOTA RIVER WATERSHED DISTRICT

## Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting

Wednesday, February 19, 2025

### Agenda Item

#### Item 7. C. – Salt Symposium Sponsor

#### Prepared By

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#### Summary

The LMRWD has been invited to sponsor the 2025 Salt Symposium, which will be held on Tuesday, August 5, 2025. This 26th annual event is a day-long virtual gathering of professionals from around the world to share expertise on current research, planning, and initiatives, including snow and ice management, low salt design, water softening, wastewater, and fertilizer.

The [Salt Symposium](#) focuses on understanding the concerns, research, solutions, and management of chloride use, aiming to innovate towards a lower salt future to enhance community sustainability and protect vital freshwater systems and infrastructure.

Funding for this sponsorship is included in the 2025 LMRWD Budget. The LMRWD has supported the Symposium as a sponsor since 2017, typically at the \$500 level, which is also the amount allocated in the 2025 budget.

More information can be found at <https://www.bolton-menk.com/resources/salt-symposium/>

#### Attachments

Salt Symposium sponsorship levels

#### Recommended Action

Motion to approve Sponsorship of 2025 Salt Symposium at the \$500 level



## 2025 Salt Symposium Sponsorship (Aug. 5, 2025)

All sponsorships include placement of organization logos and contact information in a PDF distributed directly to all conference attendees. All sponsors will be recognized via Bolton & Menk's social media platforms; sponsor's logo size in social media posts will be determined by sponsorship tiers below (i.e., largest images for platinum sponsorship, smallest images for specialized sponsorship). All sponsors will receive a contact list of attendees who agree to share their information.

### **Platinum Sponsor - \$4,000**

- You can submit your own 30 sec. – 1 min. promotional video that will play during one of the event days.
- Directly tagged on a social media sponsorship post on LinkedIn.
- Recognition as the sponsor of a morning or afternoon block of presentations.
- Highly prominent logo placement on conference materials, 6 complimentary registrations, 5 break period advertisement slides, and 3 customized audience polls or promotional links sent via conference chat.

### **Gold Sponsor - \$2,500**

- Directly tagged on a social media sponsorship post on LinkedIn.
- Prominent logo placement on conference materials, 3 complimentary registrations, 4 break period advertisement slides, 2 customized audience polls or promotional links sent via conference chat.

### **Silver Sponsor - \$1,000**

- Logo placement on conference materials, 2 complimentary registrations, 3 break period advertisement slides, 1 customized audience poll or promotional link sent via conference chat.

**Bronze Sponsor - \$500**

- Logo placement on conference pamphlet and other materials, 1 complimentary registration, 2 break periods advertisement slides, 1 customized audience poll or promotional link sent via conference chat.

**Specialized Sponsor – Non-cash donation**

- Logo placement on conference materials, with other arrangements subject to agreement.