



# **2026–2027 Sponsorship Opportunities**

*Cultivating Environmental Literacy Across the Land of 10,000 Lakes*

# Who We Are & Vision

For over 30 years, the Minnesota Association for Environmental Education (MAEE) has served as the backbone for the educators who shape our state's environmental future. From the rugged North Shore to the rolling prairies of the southwest, we empower professionals to inspire the next generation of conservation leaders.

## Why Environmental Education Matters in Minnesota

Our state is defined by its water, its woods, and its wild places. Environmental Education (EE) ensures that these resources are understood, protected, and enjoyed by all. MAEE bridges the gap between formal K-12 education and non-formal learning centers, creating a unified voice for the environment.

## Core Initiatives

**Annual Conference:** The premier gathering for naturalists, teachers, conservation educators, and advocates to share innovative EE practices. We will be hosting the *Midwest Environmental Education Consortium Conference* in fall 2027!

**EE Educator of the Year:** Honoring excellence in teaching and community impact.

**EE Resources and Connections:** Resources that engage all age groups and promote partnerships across all environmental education advocates.

**Advocacy:** Promoting the Minnesota Environmental Literacy Plan at the state and local level.

## Invest in Our Biomes

Choose a partnership level that reflects your commitment to Minnesota's diverse landscapes. Every dollar supports scholarships, teacher training, and statewide networking.

Biome Level	Investment	Key Benefits
Coniferous Forest	\$5,000+	Presenting Partner Status, 5-min Keynote, Full-page ad, 4 Conference passes, Logo on homepage.
Deciduous Forest	\$2,500	Half-page ad, Partner Spotlight in newsletters, Logo on signage/website footer, 2 Conference passes.
Prairie Grassland	\$1,000	Quarter-page ad, Logo in monthly newsletter, Social media shout-out, 1 Conference pass.
Tallgrass Aspen Parkland	\$500	Logo on Supporters webpage, Mention in Annual Report, Group social media recognition.
Small Business Seedling	\$250	Logo in event program and social media thank-you.



## Join Us in Our Vision

Your partnership ensures that every Minnesotan has access from the rugged North Shore to the rolling prairies of the southwest, and we empower professionals to inspire the next generation of conservation leaders.

### Ready to grow with us?

Visit: [minnesotae.org/donate](https://minnesotae.org/donate)

For questions or custom billing, contact our Board of Directors:

Email: [info@minnesotae.org](mailto:info@minnesotae.org)

Mailing Address: 3815 American Blvd. East, Bloomington, MN 55425



The **Minnesota Association for Environmental Education** is an affiliate of the *North American Association for Environmental Education*

# Lean Canvas



**Pourover PH**

123 Diwa St., Kalayaan City 1234

A Lean Canvas is a one-page visual template used by entrepreneurs to develop, evaluate, and validate a new business idea, especially for startups

Problem	Solution
<p>List a frustration your target market has</p> <ul style="list-style-type: none"> <li>Finding good coffee for a low price</li> <li>Finding a cafe that also serves good food</li> </ul>	<p>List how your business can solve a customer's problem</p> <ul style="list-style-type: none"> <li>Quality, locally sourced coffee</li> <li>Freshly made pastries and snacks</li> </ul>
Existing Alternatives	
<p>List a potential competitor and their offering</p> <ul style="list-style-type: none"> <li>Popular and established coffee shops</li> <li>Cafes with premium coffee offerings</li> </ul>	
Unique Value Proposition	Key Metrics
<p>Write about what makes your product special so you can convince a stranger to become your customer</p> <ul style="list-style-type: none"> <li>Specialty coffee and quality food 24/7</li> <li>Cozy ambience designed for both work and relaxation</li> </ul>	<p>List a metric by which you measure the success of your business</p> <ul style="list-style-type: none"> <li>Sales per week</li> <li>Customer satisfaction</li> </ul>
High-Level Concept	
<p>Provide a short, catchy, easy-to-remember description of your product</p>	
Customer Segments	Unfair Advantage
<p>List personas of the people that you expect to use your product</p> <ul style="list-style-type: none"> <li>Students and office workers</li> <li>Local residents</li> </ul>	<p>List a metric by which you measure the success of your business</p> <ul style="list-style-type: none"> <li>Sales per week</li> <li>Customer satisfaction</li> </ul>
Early Adopters	Channels
<p>List specific characteristics of your early adopters</p> <ul style="list-style-type: none"> <li>Live and work in the area</li> <li>Coffee enthusiasts who seek local coffee products</li> </ul>	<p>List the ways you plan to reach your audience</p> <ul style="list-style-type: none"> <li>Social media</li> <li>Flyers and posters around the area</li> </ul>

## Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

- Equipment, rent, and renovation
- Staff salaries and training
- Coffee beans, ingredients, and packaging
- Website setup and ongoing marketing spend

## Revenue Streams

How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

- Pay-per-item sales (coffee, food)
- Loyalty card with prepaid bundles
- Catering and event hosting
- Branded merchandise (mugs, beans, tote bags)