



BECOME A PARTNER IN AN IDEA THAT HAS TAKEN ROOT.

**Your organization can become a part of history.
Join this green-friendly project as a:**

Planting Partner Environmental group(s) to coordinate volunteers and implement planting projects at five Planting Events in two years.

501(c)3 Fiduciary Partner Non-profit organization to act as fiscal agent/sponsor.

Supplier Partner to negotiate rates for planting materials and review contractors for two-year maintenance commitment.

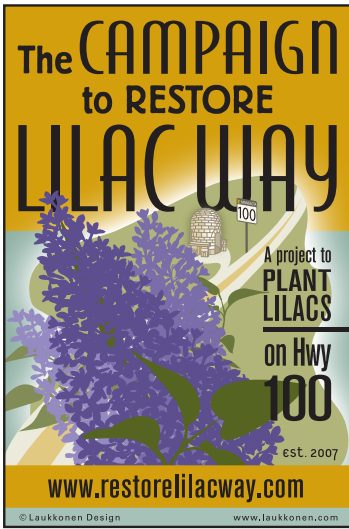
Financial Sponsor to support this effort to help restore an historic area built by the WPA in 1939. Become a part of history.

Campaign will help five Cities apply to Mn/DOT's Community Roadside Landscaping Partnership Program for reimbursement of purchased lilacs and materials.

Funds raised from sponsored lilacs will pay for two-year lilac maintenance program.

www.restorelilacway.com





**Restoring a
HISTORIC section
of HIGHWAY 100
with community
sponsored LILACS.**

www.restorelilacway.com

**JOIN THE
CAMPAIGN to RESTORE
this HISTORICAL AREA,
from Robbinsdale
to Edina.**

**And BECOME a
PART of HISTORY.**

A civic project conceived pro bono
by Laukkonen Design

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Needed: Partners for a history-making project.

The Campaign to Restore Lilac Way is a unique opportunity to make a difference in your community while showcasing the green side of your organization. We need a few special Partners to help restore a piece of local history, improve the environment—and watch a renowned roadway bloom again.

Inspired by a 1930s garden club sale, this civic venture will pursue public sponsorship of 3,000 lilacs. Planted along 12.5 miles of Highway 100 through Robbinsdale, Crystal, Golden Valley, St. Louis Park and Edina, they'll 'super-size' Mn/DOT's landscaping efforts.

The idea has taken root. And all we need to make it blossom is you.

Partnership opportunities are available for:

- **501(c)3 Fiduciary Partner** A non-profit organization to act as Fiscal Agent/Sponsor.
- **Planting Partners** Environmental group(s) to help coordinate volunteers and implement planting projects at five Planting Events in two years.
- **Supplier Partners** to help Campaign negotiate rates for planting materials and hire a contractor for two-year maintenance commitment—Campaign is proposing that those five Cities apply to Mn/DOT's Community Roadside Landscaping Partnership Program for reimbursement of purchased lilacs and materials.
- **Financial Supporters** to support this effort to help restore an historic area built by the WPA in 1939.

What you'll receive in return:

- **New Revenue Stream:** Administration fee will provide a revenue stream to the non-profit organization that acts as fiscal sponsor, and expand fund raising and networking opportunities through increased publicity.
- **Heightened Awareness:** All Partners will be promoted extensively in Lilac Campaign materials, including Campaign Kits, posters, web site, etc.
- **Professional Marketing:** Established concept/solution with ready-to-go marketing materials was created by dedicated senior-level graphic designer with vested interest in Campaign success.
- **Mn/DOT Support:** Mn/DOT is already working with the Campaign.

This Campaign is revving up.

The Campaign was created as a civic project, conceived pro bono. Laukkonen Design is donating all creative work for the project, and the seed money to get it up and running until corporate sponsorship is finalized.

We understand Partners will need to get a little back. We are not expecting an open wallet and unlimited support. Just a fair shake and a mutual respect for a project that can shine a little light on our organizations.

Please call me to discuss how you can be part of this exciting project,

Karen Laukkonen, Campaign Director

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7.13.09