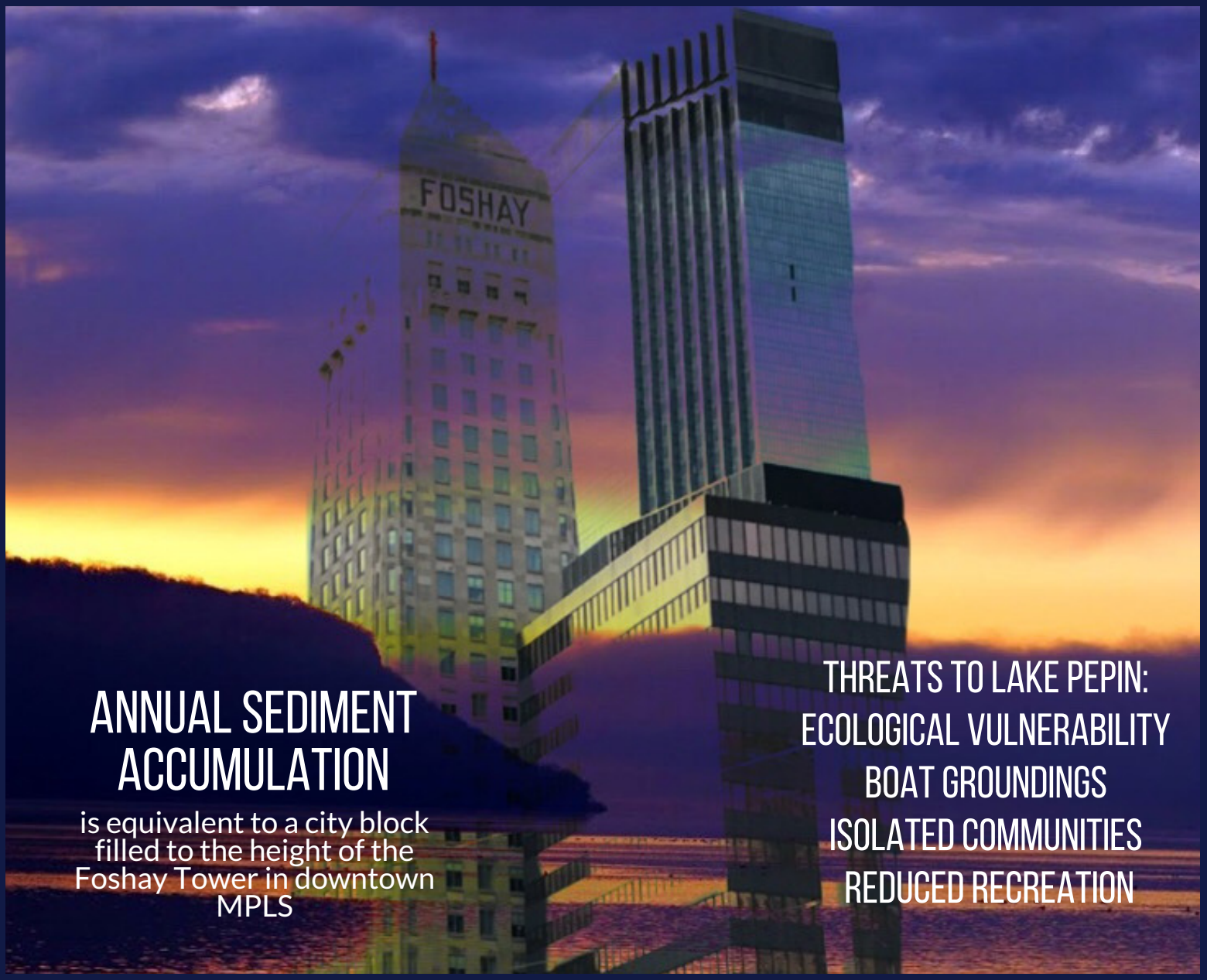
LAKE PEPIN LEGACY ALLIANCE

SPONSORSHIP OPPORTUNITIES

SPEARHEADING
Lake Restoration

UNIQUE & VALUABLE
Sponsorship Perks

ENVIRONMENTAL
Workplace Giving



ANNUAL SEDIMENT ACCUMULATION

is equivalent to a city block filled to the height of the Foshay Tower in downtown MPLS

THREATS TO LAKE PEPIN:

ECOLOGICAL VULNERABILITY
BOAT GROUNDINGS
ISOLATED COMMUNITIES
REDUCED RECREATION

LPLA at a glance.

Sediment is filling Lake Pepin at an alarming rate that is 10x above normal. The impacts are significant. Upper Lake Pepin is vulnerable to ecological collapse from impaired water quality. Local communities and recreational users have reduced access to the lake, which has negative economic ramifications. Just to top things off, boat groundings reached an all-time high last summer. Enter Lake Pepin Legacy Alliance (LPLA).

LPLA is a grassroots organization, formed in 2009, by concerned residents living on Lake Pepin's shore.

We represent all communities around Lake Pepin and have board members from both Minnesota and Wisconsin. Our community of members and followers span the entire nation.

LPLA's mission is to bring together education, science, and collaborative action to sustain Lake Pepin's ecosystem for the long-term. We advocate for upstream mitigation to reduce sediment inflow, but also local restoration to protect the area from irreversible impacts.

In 2015, LPLA spearheaded a large-scale restoration project that is now in its feasibility stages. It is officially designated as a habitat restoration project but is expected to provide ancillary benefits for recreational users and communities. LPLA is responsible for fundraising 35% of the project's cost, estimated to be around $3.5 million. Construction is expected to begin in 2019, pending local fundraising.

WWW.LAKEPEPINLEGACYALLIANCE.ORG • INFO@LAKEPEPINLEGACYALLIANCE.COM

OUR FOLLOWING

Local: Red Wing, Frontenac, Lake City, Wabasha, Pepin, Stockholm, Maiden Rock, & Bay City

Regional: Minneapolis, St. Paul, Rochester, Mankato, La Crosse, River Falls, Northfield, Winona, Hager City, Coon Rapids, Apple Valley, Edina, Maple Grove, Shoreview, Champlin, Ellsworth, and more!

Distant: Florida, Montana, Illinois, Texas, Massachusettes, New York, Wyoming

Interests: Vacationers, Boaters, Artists, Local Businesses, Kayakers, Birders, Conservationists, Outdoor Sportsmen

Letters of Political Support:

ELECTED OFFICIALS

U.S. Senator Tammy Baldwin (WI)
U.S. Representative Eric Paulsen (MN)
U.S. Representative Ron Kind (WI)
U.S. Representative Jason Lewis (MN)
State Senator Kathleen Vinehout (WI)

MUNICIPALITIES

Bay City
Maiden Rock
Village of Stockholm
Town of Stockholm
Pepin
Wabasha
Lake City
Red Wing
Pepin County
Pierce County

ORGANIZATIONS

Friends of Pool 2
Minnesota Conservation Federation
Lake City Sportsmen Club
Minnesota Conservation Federation
Upper Mississippi Waterways Association
Upper Mississippi River Basin Alliance

922 NEWSLETTER SUBSCRIBERS

335 MEMBERSHIPS

1,409 FACEBOOK FOLLOWERS

WHY FOCUS ON RESTORATION?

"Waiting for upstream sediment reduction is a luxury that the local ecosystem and communities can no longer afford."

LPLA Spearheads Restoration

Every year, a sediment load the size of a city block filled to the height of the Foshay Tower in downtown Minneapolis, accumulates at the head of Lake Pepin. A sustainable solution will require upstream mitigation, but local restoration is also necessary to manage the cumulative impacts and sustain current uses on the lake.

Waiting for upstream sediment reduction is a luxury that the local ecosystem and communities can no longer afford. Restoration is an opportunity for local stakeholders to exercise control over the lake's future. It's not a silver bullet, buts it's a big step towards preserving Lake Pepin's legacy.

90% **Sediment contribution** from the Minnesota River.

50% **Required Sediment reduction** from the MN River for a healthy Lake Pepin.

< 1% **Actual sediment reduction** from the MN River after 10 years. (2006-2016)

OUR CREW

STAFF

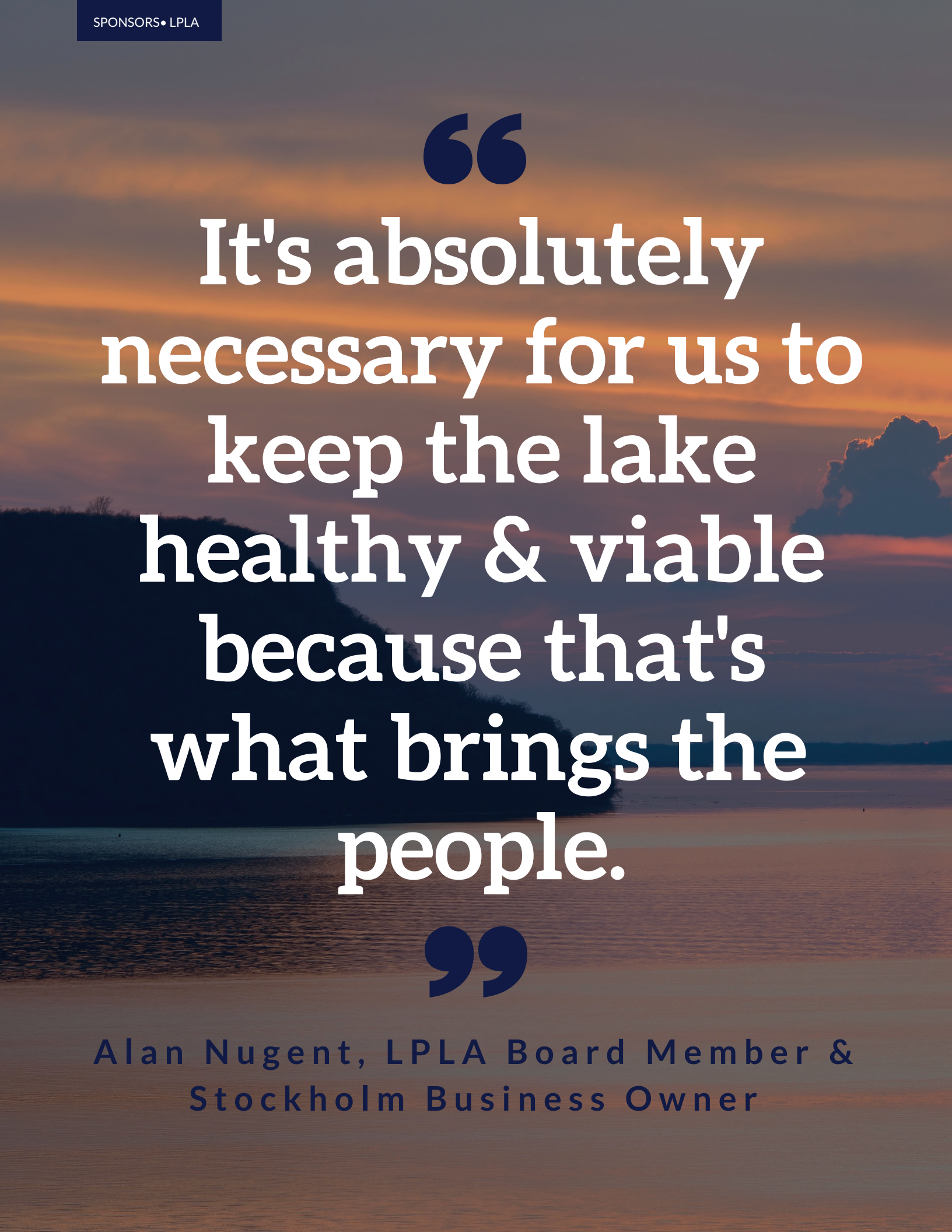
Rylee Main, Executive Director
Mackenzie Becco, Assistant Director

LPLA BOARD

Scott Jones, President
Suzanne Blue, Vice President
Arlin Albrecht, Treasurer
Marilyn Albrecht, Secretary
Abra Hovgaard
Anne Jones
Alan Nugent
Maryanne Wise
Paul Olson

COUNCIL OF CHAMPIONS

Michael Anderson, Broken Paddle Guiding Company
Don Arnosti, Izaak Walton League
Maris Gilbert, Artist
Ed Hahn, National Eagle Center
Kristen Hall, Audubon
Fred Harding, WideSpot Performing Arts
Jason Jech, Environmental Learning Center
Brian Klawitter, Catfishing Guide & Blogger
Bill Mavity, Stockholm Resident
David Meixner, Bay City Resident
Joe Melson, Ole Miss Marina
Eric Olson, Professional Fisherman & Radio Host
Zach Paider, Bill's Bay Marina
Paul Reding, Lake City Marina
Tim Schlagenhaft, Audubon & National Eagle Center
Laura Wildenborg, Environmental Learning Center
Mike Wilson, Upper Mississippi Waterways Association



“It's absolutely necessary for us to keep the lake healthy & viable because that's what brings the people.”

Alan Nugent, LPLA Board Member & Stockholm Business Owner

SPONSORSHIP OPPORTUNITIES

Annual Gift:	Titanium $10,000	Platinum $5,000	Gold $2,500	Silver $1,000	Bronze $100
Website Landing Page (Logo/Name)	X				
Monthly Newsletter Recognition (Logo/Name)	X	X			
Invitation to Boat Cruise (2 Tickets)	X	X	X		
Promotion on Facebook	2 Mentions	2 Mentions	2 Mentions	2 Mentions	1 Mention
Website Recognition (Hyperlink)	X	X	X	X	X
Sponsor Recognition Sticker	X	X	X	X	X

Protect Lake Pepin, Safeguard Your Business.

Contact us to learn more or set up an appointment to discuss a sponsorship that works for you!

info@lakepepinlegacyalliance.com or (630) 806-9909

WORKPLACE GIVING

Add the Minnesota Environmental Fund (MEF) as an option for employee giving at your workplace to protect Lake Pepin!

How it works:

Employees have the option to donate a deduction from their paycheck to their favorite environmental non-profit (like us!) or the general MEF fund, which is distributed to all member groups.

Easy Set-Up:

MEF Staff will help get you set up! If your company already provides employee giving, the process is easy. If your company is not familiar with employee giving, MEF staff can guide you through the process.

Employee Benefits:

MEF connects employees with their environment. With over 20 environmental non-profit members, MEF provides lunch n' learns on a wide variety of environmental topics and connects employees with volunteer opportunities.

Employees can participate in quick "coffee break" volunteering or help with community clean-ups and river restoration. These programs allow employees to connect with each other, and their environment.

Lake Pepin Benefits:

Employees can direct their donations to us at Lake Pepin Legacy Alliance to keep Lake Pepin healthy. Plus, we at LPLA receive 75% of all undesignated funds during the first year of donations from every company we bring aboard.

MEF funds are valuable to local non-profits because they can be used for daily operations and are not program specific. Operational funding is critical to our success!

LPLA Executive Director, Rylee Main, is the MEF Board Chair & can answer all your questions:
info@lakepepinlegacyalliance.com or (630) 806-9909
To Learn More Visit: mnenvirofund.org