



The Campaign for the International Peace Garden

Naming Opportunities



Naming Opportunities

CONSERVATORY

Conservatory	\$1,000,000
Conservatory Lobby	\$500,000
Café Experience	\$250,000
Gift Shop	\$100,000
Board Room	\$75,000
Henry Moore Library	\$50,000

CHILDREN'S PLAY AREA

Children's Play Area	\$1,000,000	
Play Area Woodlands	\$500,000	
Wolf Teaching Zone	\$250,000	
Pollinator Garden	\$200,000	
Beaver/Muskrat Play Zone	\$100,000	
Eagle/Hawk Play Zone	\$100,000	
Elk Play Zone	\$100,000	
Fox Play Zone	\$100,000	<i>Reserved</i>
Turtle Play Zone	\$100,000	<i>Reserved</i>

OTHER GARDEN AREAS

North Plaza	\$200,000
South Plaza	\$200,000
Entry Drive	\$100,000

ENDOWED POSITIONS

Chief Executive Officer	\$1,000,000
Director of Horticulture & Conservatory	\$750,000





INTERNATIONAL
PEACE
GARDEN

CONSERVATORY NAMING OPPORTUNITIES

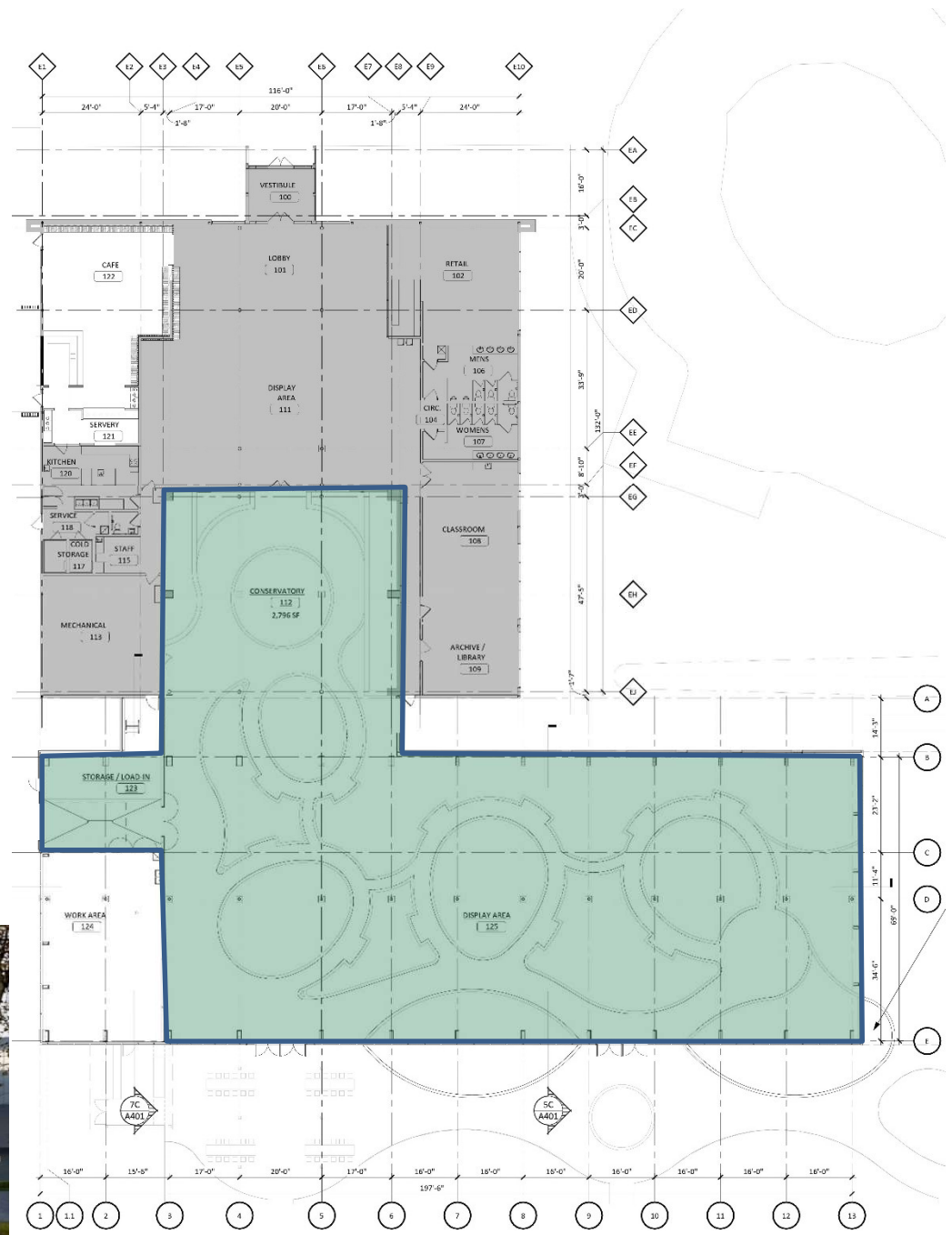


Conservatory

NAMING OPPORTUNITY: \$1,000,000

In addition to providing a focal point for the Garden, the expanded Conservatory will house and care for IPG's world-class cactus and succulent collection and share the history of the Garden in an immersive landscaped space that will attract visitors year-round.

A leadership gift will name the Conservatory. Not only will prominent signage offer visibility to the donor making the gift, all official correspondence and publicity referencing the Conservatory will use the full formal name, which will offer the named sponsor even greater visibility.





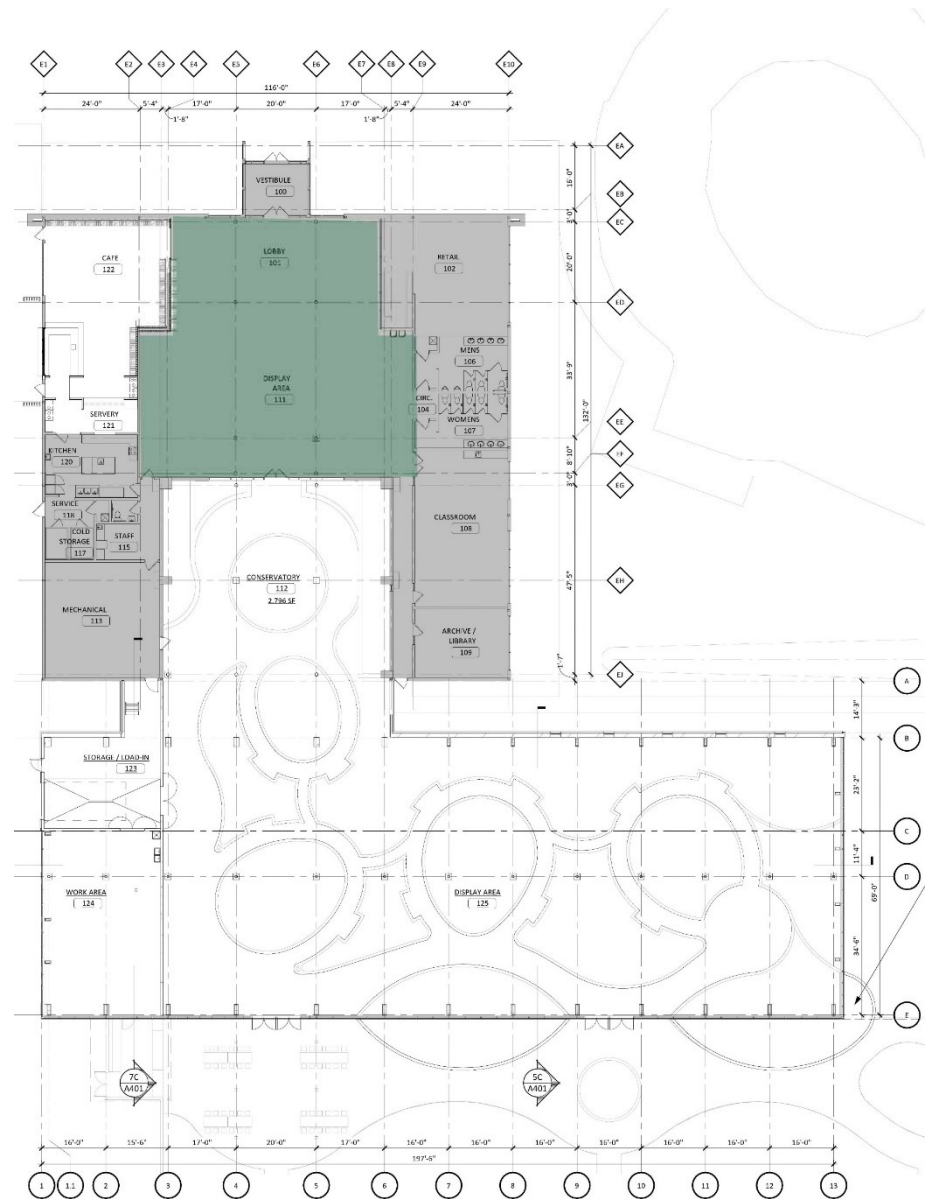
Conservatory Lobby

NAMING OPPORTUNITY: \$500,000

Guests from around the world will start their experience at the International Peace Garden in the lobby of the Conservatory. This bright, uplifting space leads guests to the Garden's café, gift shop, board room, and the Garden's exquisite collection of cacti and succulents. The Lobby will be home to a variety of IPG historical displays and rotating art exhibits.

The Lobby is a key rental space attracting weddings and corporate events.

The Conservatory Lobby provides numerous opportunities for named recognition. IPG leadership will coordinate naming with the donor who selects this opportunity. The formal name of the lobby will be used in all official, external IPG communication.





Café Experience

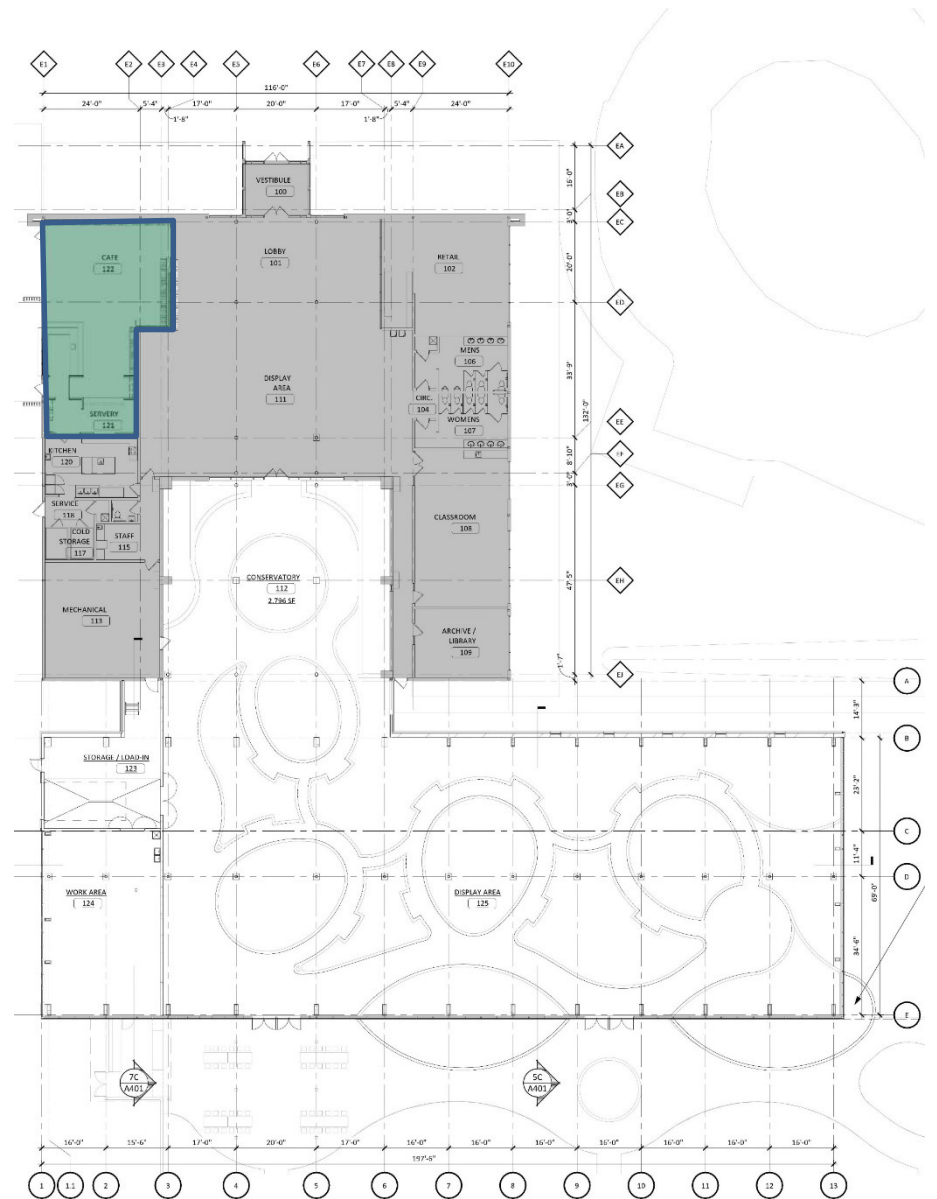
NAMING OPPORTUNITY: \$250,000

The redesigned Café space and outdoor patio will be one of the most visited areas of the Garden for daily visitors and a variety of groups renting the space for banquets and other events.

A new wrap-around bar will be the main serving and ordering area for diners inside and outside. This family friendly setting will accompany a wonderful menu that incorporates food grown in our Pollinator Garden. A short walk from the new Children's Play Area will allow families easy access to food and drink.

The combination is a great draw for many visitors who will travel from afar and expect warm meals with fresh ingredients as they rest before exploring the cacti or another garden in the Formal Area.

IPG leadership will coordinate naming with the donor who selects this opportunity. The formal name of the Café will be used in all official, external IPG communication.





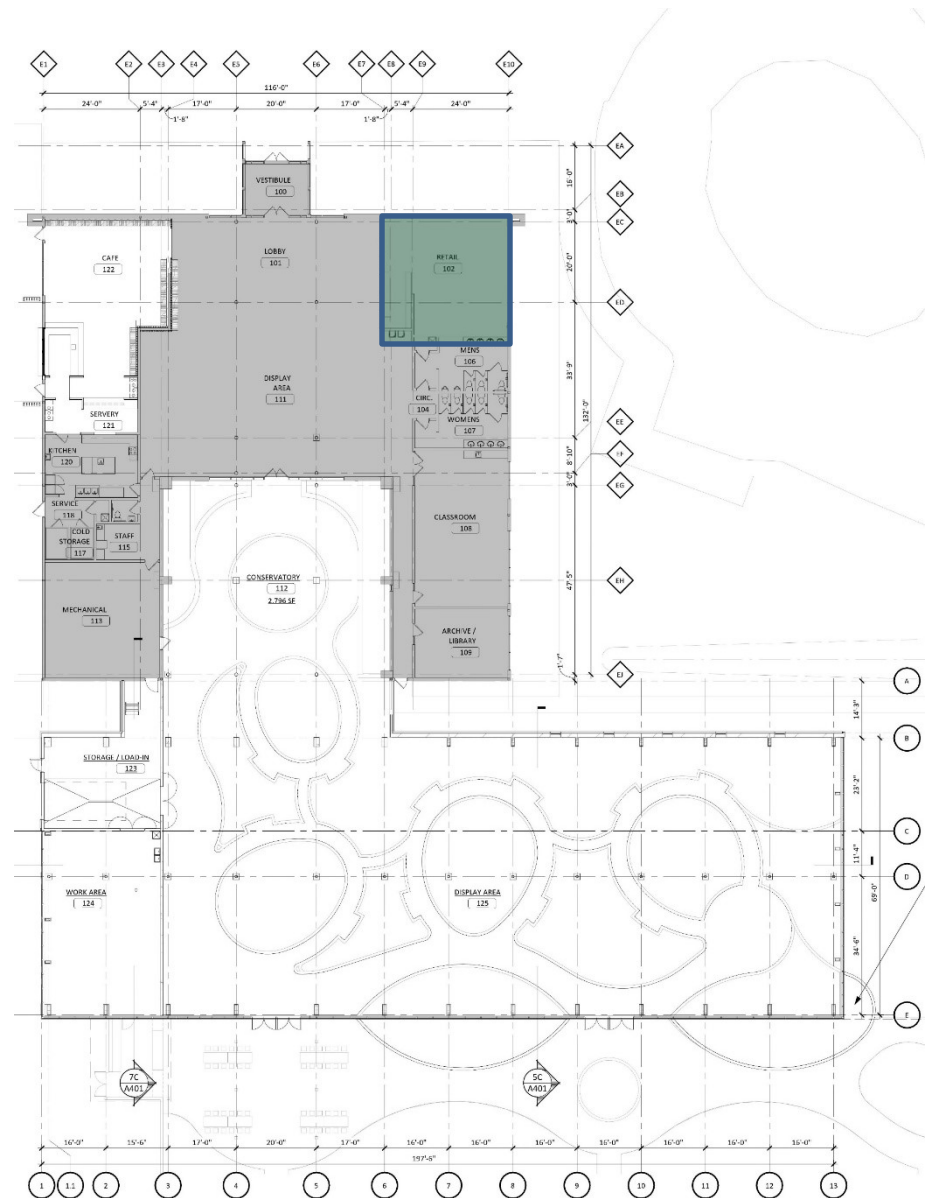
Gift Shop

NAMING OPPORTUNITY: \$100,000

The International Peace Garden Gift Shop offers a wonderful selection of souvenirs to make a visit to IPG a memorable one. Guests to the Garden will discover a great selection of regional gifts, and IPG apparel. Many items are made specifically in Manitoba and North Dakota, supporting and showcasing the wonderful artistry and creativity of our home Province and State.

The shop also serves as a point-of-contact and guest education. Welcoming staff engage guests with a rundown of the many attractions throughout the grounds.

The gift shop is a favorite destination within the Garden and will provide the donor a visible named gift opportunity. IPG leadership will coordinate naming with the donor who selects this opportunity. The formal name of the Gift Shop will be used in all official, external IPG communication.





Board Room

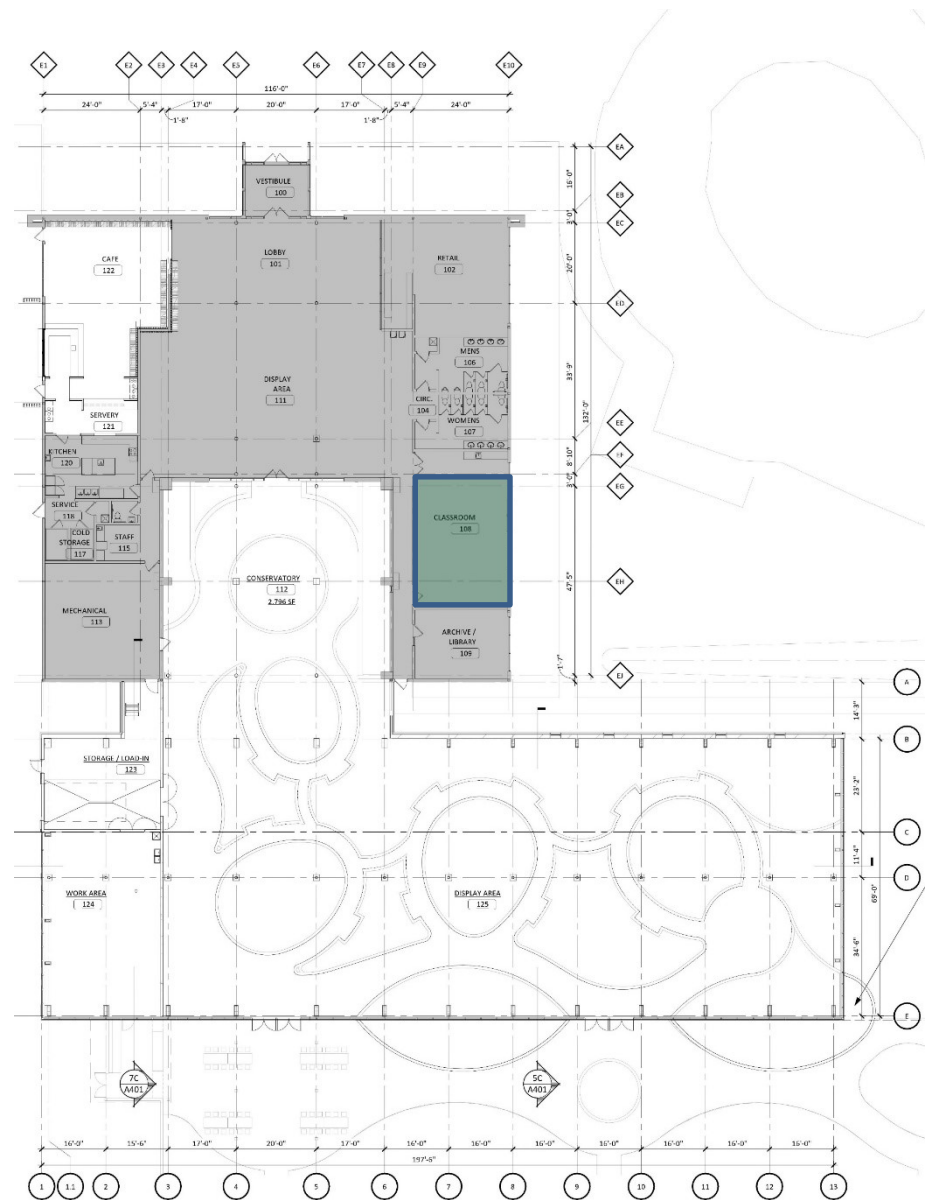
NAMING OPPORTUNITY: \$75,000

A central location for meetings of the IPG board and staff and a space available to the public, the Board Room is a critical space for the International Peace Garden.

International committees have regularly requested this space for meetings requiring travel for Canadians and Americans. Speakers for our Garden Days and other festivals can set up their presentations. Recent renovations to the audio and visual equipment allow off-site members of a meeting to be up close.

The Board Room is just feet from the kitchen and a great location for groups looking for a catered meal with great break spaces within the Conservatory and outside in the Sunken Garden.

The Board Room presents several naming options to be coordinated with the donor. Signage can be located inside and out and all formal communication referencing the Board Room will include the name of the donor or designee.





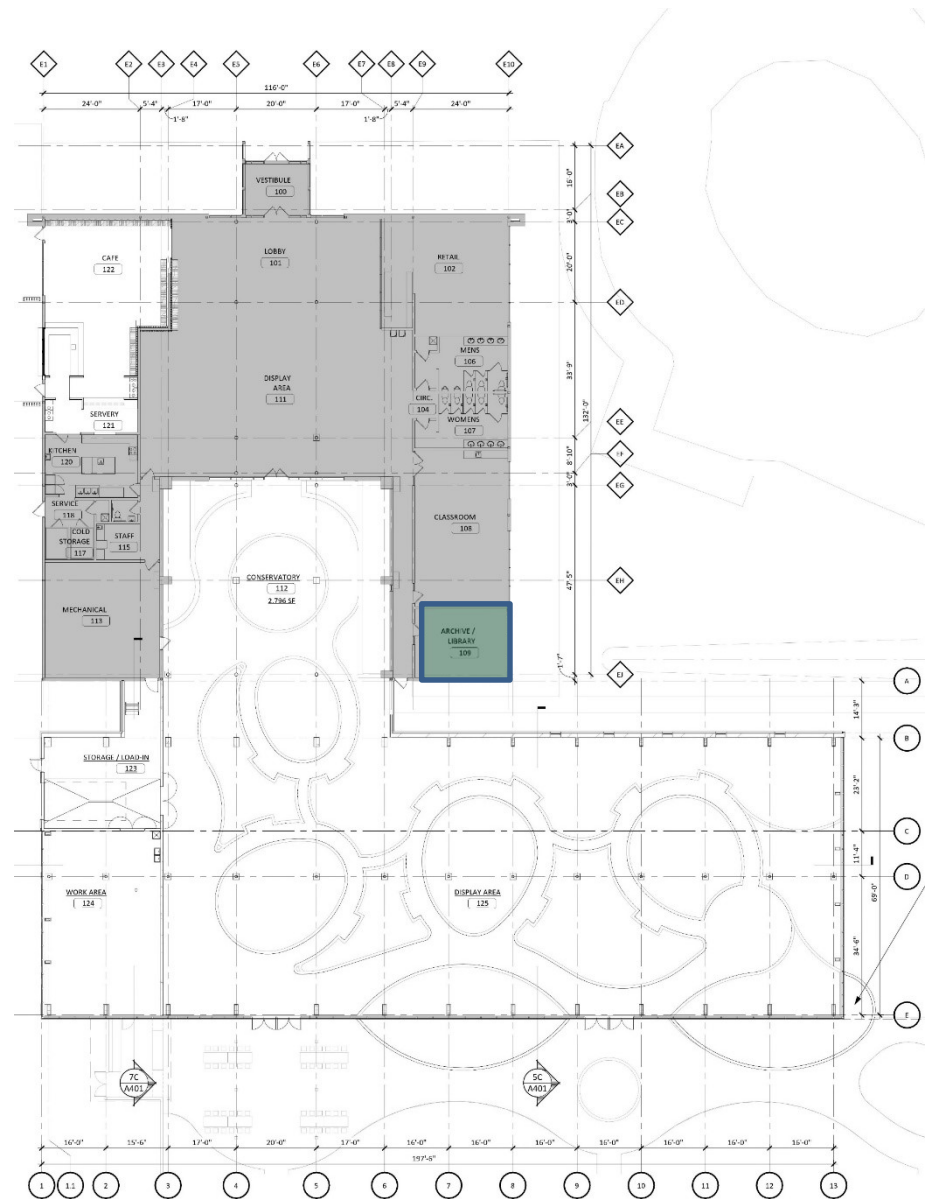
Library

NAMING OPPORTUNITY: \$50,000

Over the years, key figures in the growth of the Garden have donated vast collections of books speaking to themes of peace, regional history, horticulture and botany.

Visitors to the Library will be invited to take a seat and dig deeper into descriptions of the many plants they can find in the Conservatory and out in the gardens. The books also draw connections between the importance of peace and how plant life and conservation are critical to cooperation.

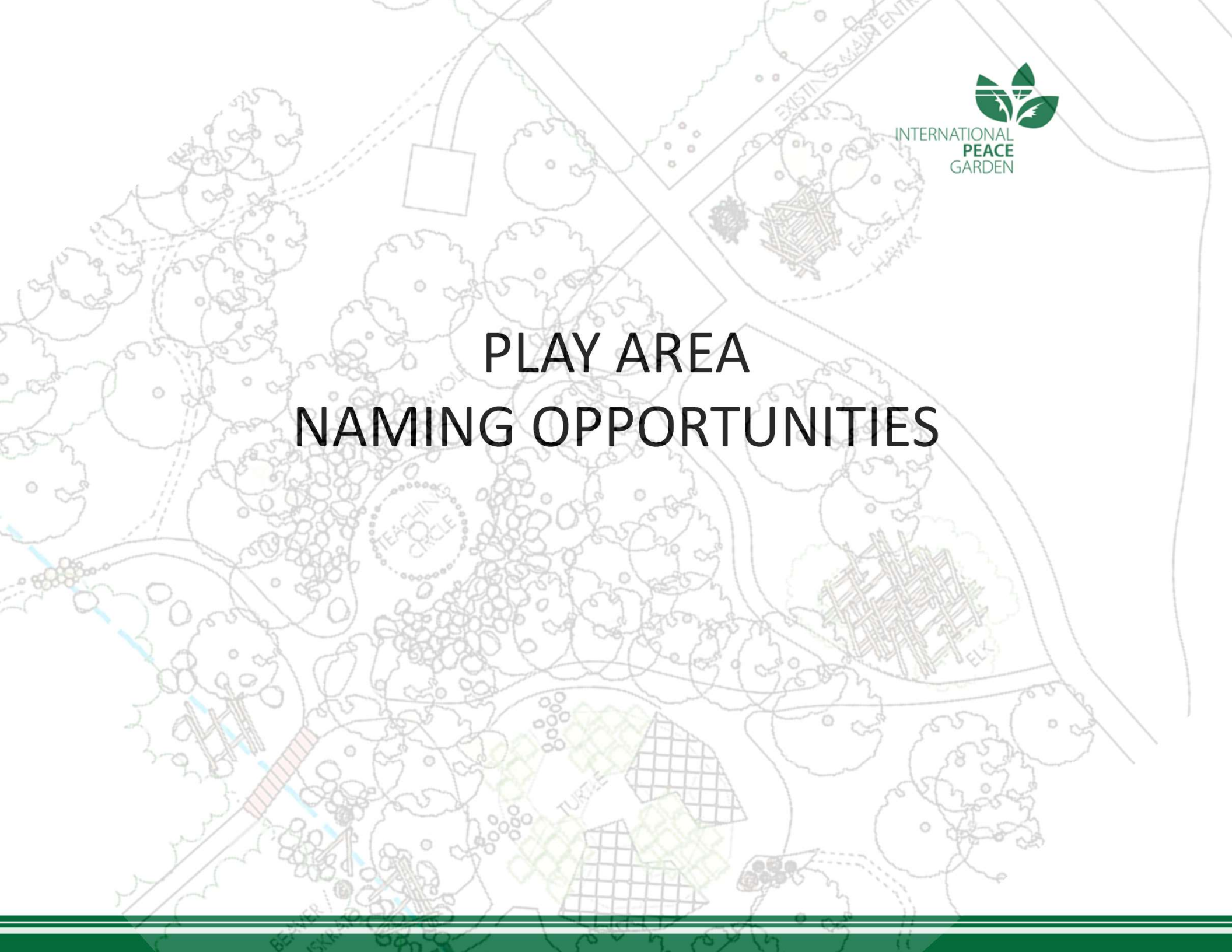
The Library presents several naming options to be coordinated with the donor. Signage can be located inside and out and all formal communication referencing the Library will include the name of the donor or designee.





INTERNATIONAL
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PLAY AREA NAMING OPPORTUNITIES



Children's Play Area

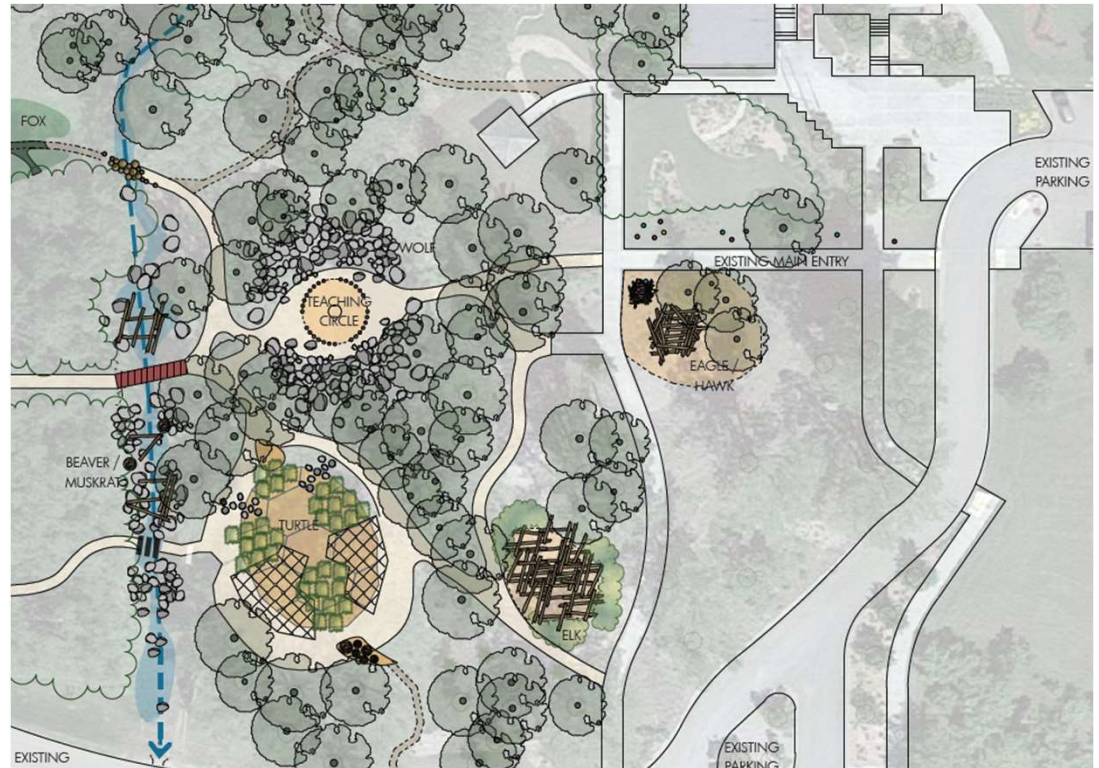
NAMING OPPORTUNITY: \$1,000,000

The Children's Play Area is organized into distinct animal habitat play zones connected by crushed stone pathways, woodchip pathways and footbridges. Each play zone incorporates that spirit animal's personality, activities, safe havens, and habitat preferences while encouraging unique physical, social and imaginative play in each area.

Families and school groups of all ages will learn about the staple animals and geography of the Turtle Mountain region, as well as themes of the Indigenous cultures that neighbor the Garden.

The Children's Play Area is a place where memories are made and will instill a life-long affinity for the Peace Garden. A short walk to the Conservatory, Café and Gift Shop make for a great location to grab a meal to enjoy outside and get right back to the fun.

Prominent signage will be placed at the entrances and all official correspondence and publicity referencing the Play Area will use the full formal name.





Play Area Woodlands

NAMING OPPORTUNITY: \$500,000

The Play Area Woodlands will be adjacent to the Play Area Zones. After experiencing the play areas, children and their families will be able to sit under the beautiful cottonwood trees where picnic tables and benches provide an area for lunch and rest.

The area is home to some of the Garden's most mature planted trees and is just steps from the Formal Gardens and the Conservatory. The paths within the Woodlands provide a scenic stroll between the floral displays, Play Area, food and retail.

The Play Area Woodlands will cover significant square footage in the Garden. The donor or designee will enjoy the naming and visibility of this beautiful space with signage coordinated with the Garden's leadership.





Wolf Teaching Zone

NAMING OPPORTUNITY: \$250,000

The Wolf Zone consists of 3-to-8-foot limestone outcroppings for bouldering. They are built around the gathering circle and under the shade of existing elm and oak trees. The zone contains symbolism, such as the 13 seats on each side of the ceremonial fire pit, which represent the 13 moons of many Indigenous cultures. The pit is also set up for the Indigenous communities to conduct ceremonies within the park.

This zone will not only be a blast for families to climb through. Schools and youth groups will utilize this outdoor classroom. The Garden will work with our Indigenous partners on storytelling and educational activities in this space.

The donor or designee will have exclusive naming to the Wolf Teaching Zone which is at the center of the Children's Play Area. It is sure to be a focal point for the Play Area and the Garden with significant opportunity for naming and visibility.





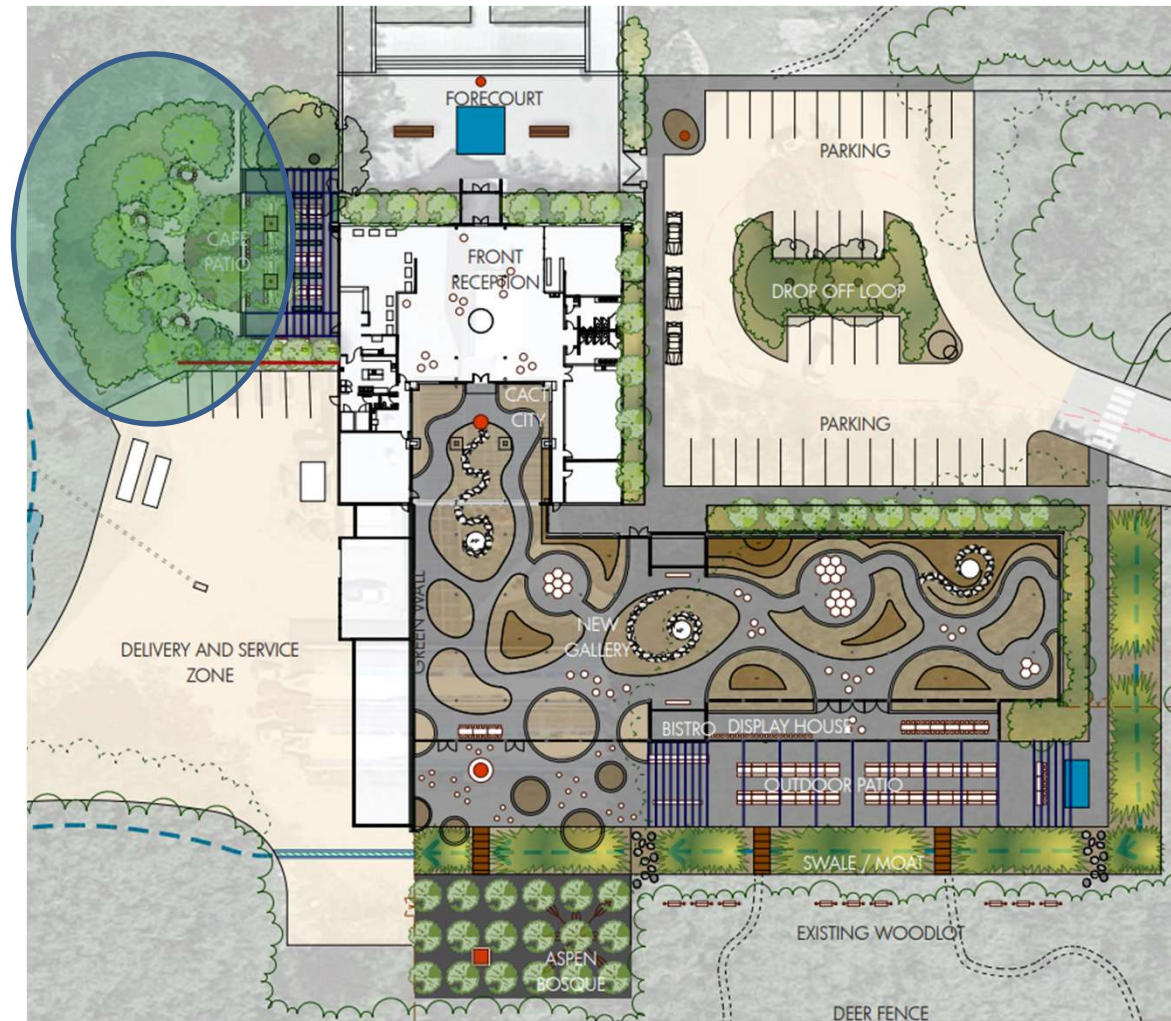
Pollinator Garden

NAMING OPPORTUNITY: \$200,000

This beautiful area's plants attract the bees and butterflies that pollinate the fresh plant material the Café works into its menu. Edible flowers, fruits and veggies grow in abundance during the summer and are used in catered meals too.

The Pollinator Garden has additional picnic tables and benches for relaxing and enjoying a meal. Shade is provided by cottonwoods, including some of the most mature planted trees at the Garden. The Pollinator Garden is just outside the revamped Café space and expanded Conservatory.

Not only will prominent signage offer visibility to the donor making the gift, all official correspondence and publicity referencing the Pollinator Garden will use the full formal name, which will offer the named sponsor even greater visibility.



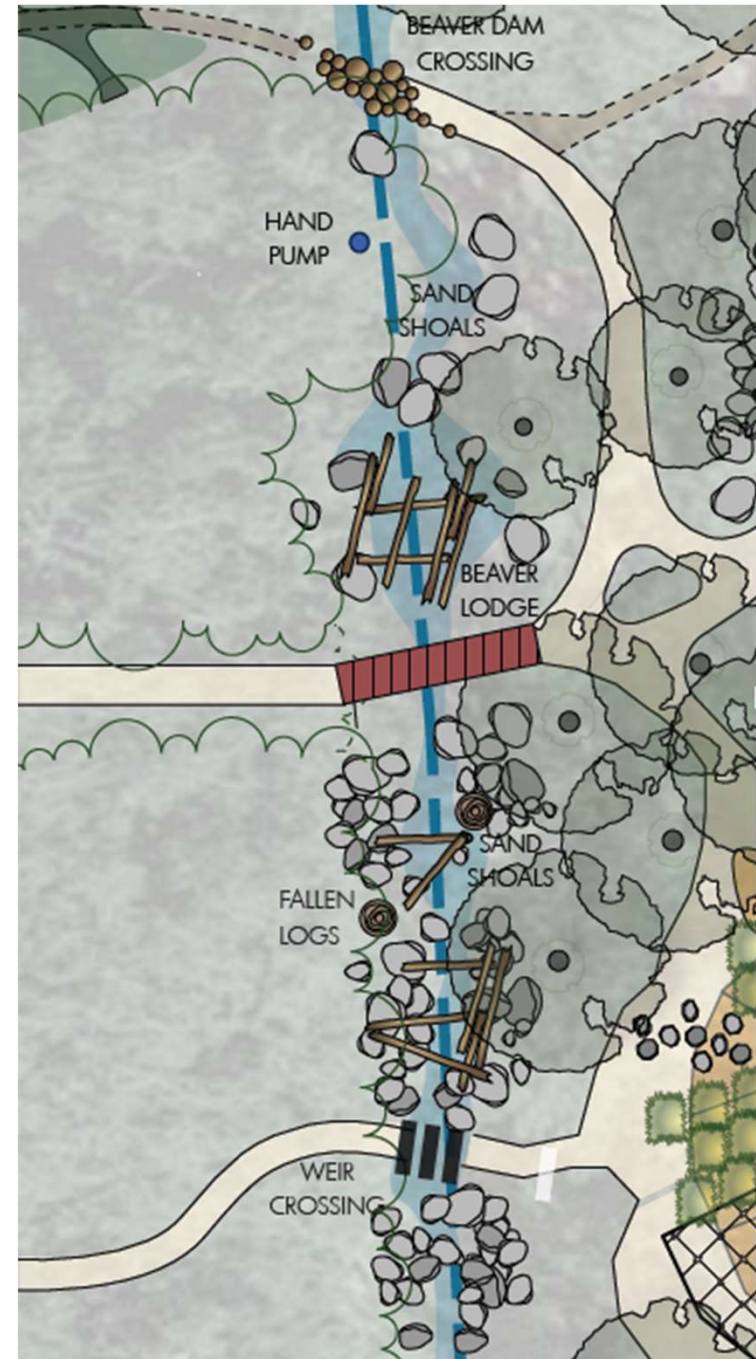


Beaver/Muskrat Play Zone

NAMING OPPORTUNITY: \$100,000

The Beaver/Muskrat Play Zone reshapes the existing drainage swale on site into a stony creek and beaver zone complete with dams and lodges, fallen logs, boulders, river stones, and sandy shoals. It tells the story of these industrious animals that shape the landscape through relentless habitat building.

This area of exploration will delight children and adults alike. The zone borders the side of the play area and guests will cross over (or through!) to enter the Play Area Woodlands and travel the path to the Conservatory. There are numerous opportunities for signage and naming that will be coordinated with Garden Leadership.





Eagle/Hawk Play Zone

NAMING OPPORTUNITY: \$100,000

The Eagle/Hawk Zone consists of one large nest at ground level and one smaller, elevated nest surrounded by brightly colored poles and bird houses. It tells the story of the eagle and the hawk and how they bring light and fire to the earth.

The whole family can climb into the nests, which included large stone eggs. The Turtle Mountain region is home to more than 200 species of birds each year.

The nature of this zone creates a unique opportunity for recognition both at the ground level and in the elevated nest — a perfect combination for a family or group gift to the Garden.



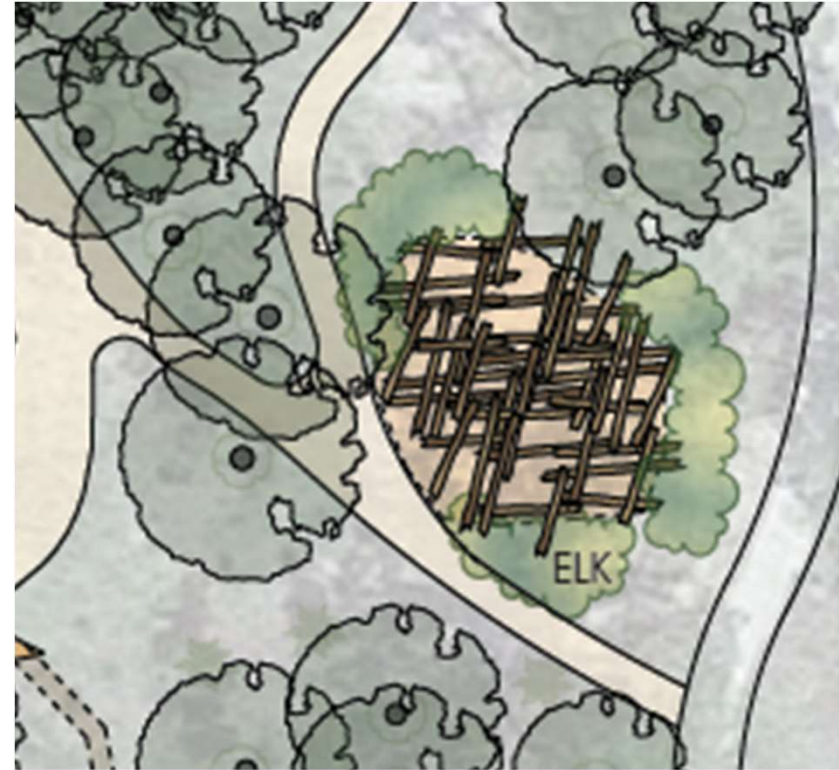


Elk Play Zone

NAMING OPPORTUNITY: \$100,000

The Elk Play Zone represents the Elk's favorite hangout place — a thicket in the woods that predators cannot find nor get at it. This space is surrounded by large trees and a new thicket of prickly shrubs that create a secluded grove. The area will feature 3-to-8-foot high debarked log climbing and balancing structure that invite races across the logs and other creative play. The low perimeter wood logs also offers parents a place to perch.

Signage on this creative play area will be coordinated with the donor by Garden leadership.



North Plaza

NAMING OPPORTUNITY: \$200,000

The Conservatory's North Plaza is the focal point of the Garden. It is often a visitor's first stop when visiting the Garden and it is an awesome sight to behold.

Nestled between the Sunken Garden and the main revenue hub, nearly every visitor crosses through this plaza. Events are staged in this area, so visitors can be close to the ever-changing perennials outside and amenities inside. The fountains can be heard and seen through iconic stone pavilions. The Play Area is just through the Woodlands, so the whole family will make its way through the Plaza.

The North Plaza's expanse and prominent location within the park make it an ideal naming opportunity, with multiple options for signage, which will be coordinated with the donor.





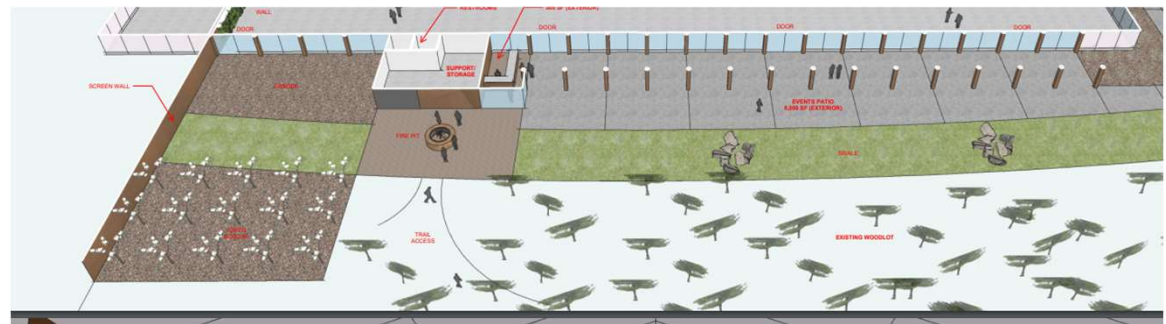
South Plaza

NAMING OPPORTUNITY: \$200,000

Upon exiting the south doors of the Conservatory, visitors will enter the South Plaza. A bed which touches both sides of the south wall makes for a comforting transition, which will be ideal for guests reserving the space for special events. The addition of turf, picnic tables, and a stone fire pit will also make the space an inviting destination within the Garden.

The South Plaza will be a major rental location for weddings, banquets and corporate events. It's a wonderful space joining the curated beauty of the cacti and succulents, and the nature beauty of the Turtle Mountain aspen forest.

The donor who selects the South Plaza as a named gift opportunity will secure a prominent location used for special events, which will create significant visibility.



Entry Drive

NAMING OPPORTUNITY: \$100,000

The Conservatory's Entry Drive is a main vehicle and foot path to the revenue hub and heart of the Garden. This area joins two main parking lots and runs just south of the Children's Play Area and Formal Area.

Shrubs, flowering perennials and trees will line the drive and sidewalks on the way to expanded parking, electric vehicle charger and a drop-off zone outside the Conservatory. The drive also features a great line of sight to the Conservatory from the north and east with large views of the plants inside.

The Entry Drive's prominent location within the park make it an ideal naming opportunity, with multiple options for signage, which will be coordinated with the donor.





Endowed Positions

NAMING OPPORTUNITY: \$1,000,000 and \$750,000

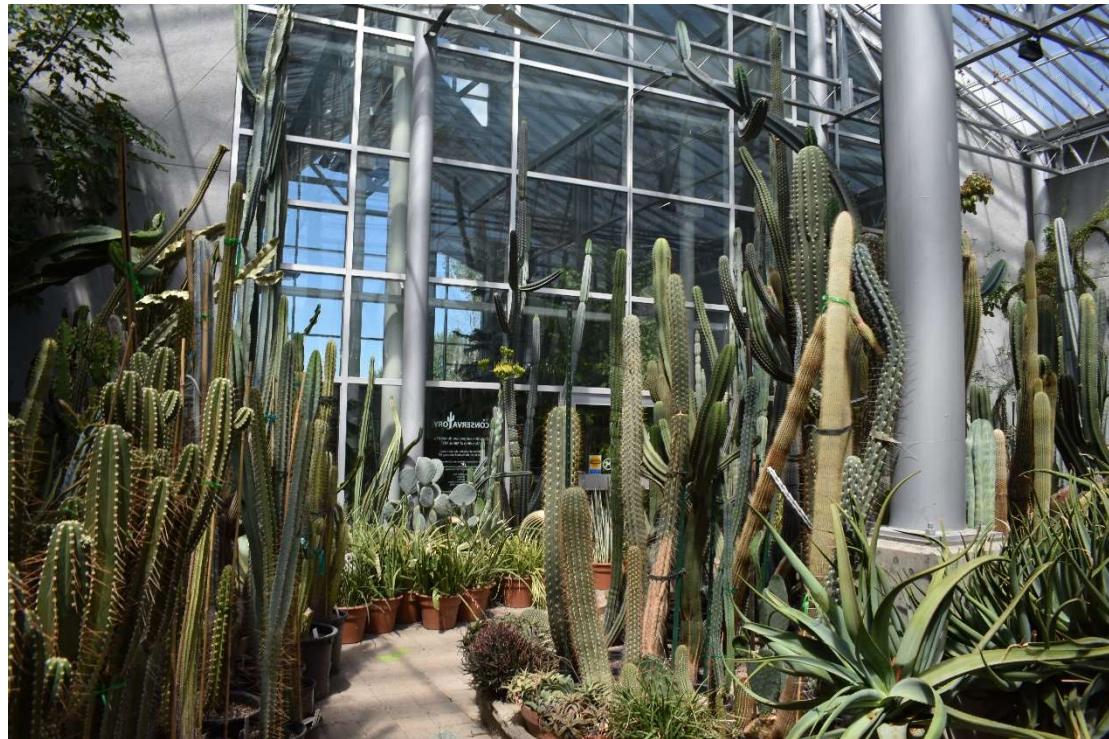
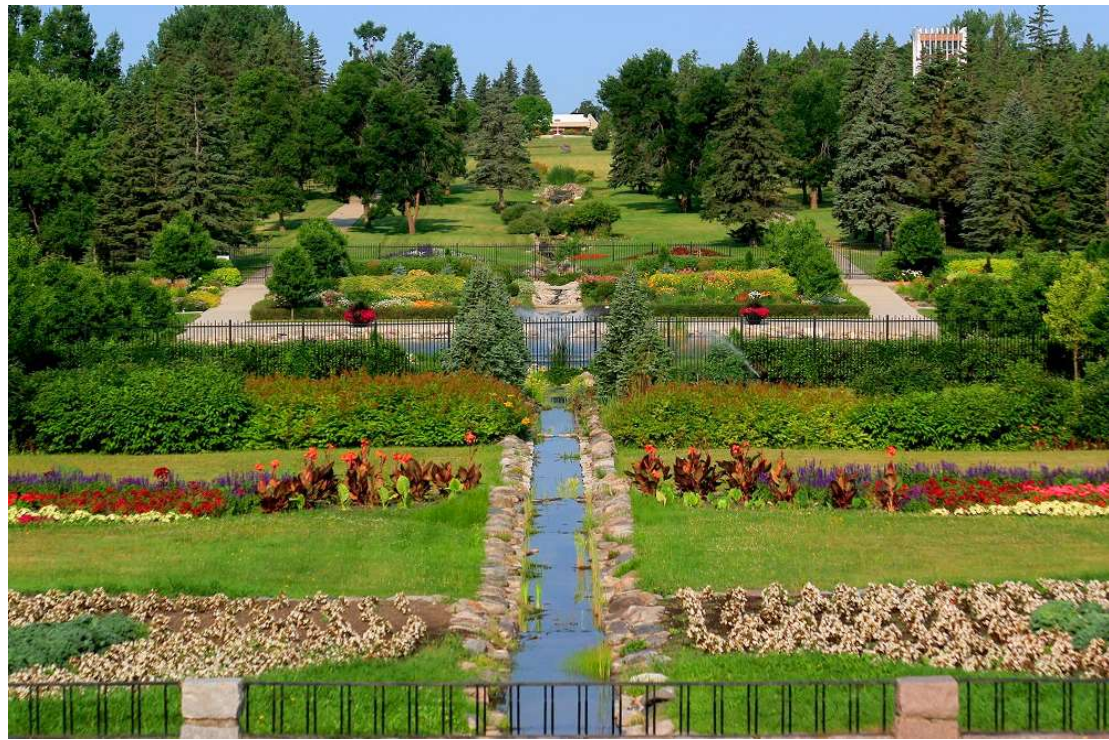
CHIEF EXECUTIVE OFFICER

The International Peace Garden CEO has a wide range of responsibilities including management of staff, service to the Board of Directors and key development and fundraising. As IPG enters a historic phase of development and strategic planning, the position will evolve with the support of best practice implementation.

DIRECTOR OF HORTICULTURE & CONSERVATORY

This position is an expansive role that includes management of staff and development of interpretation that will attract many school groups, researchers and curious visitors from around the world. As the Conservatory expands, so will year-round offerings. The position requires great support and unique skillsets.

These important positions are key to sustained growth and strong organization and leadership. Recognition will be included through a variety of signage and published materials.



You can play a role in transforming the International Peace Garden.
Help us to create an expanded
And restored cultural icon for the Province and State.



American Address
10939 Hwy 281
Dunseith, ND 58329
1-701-263-4390

www.peacegarden.com
Toll Free: 1-888-432-6733
FAX: 1-701-263-3169

Canadian Address
P.O. Box 419
Boissevain, MB R0K 0E0
1-204-534-2510