

FROM UNDRINKABLE TO UNTHINKABLE: Pentair and Twins Announce Sustainable Water Partnership



CHALLENGE:

The Minnesota Twins organization aspired to make sustainability a larger part of its vision and worked with GreenMark to develop a new sponsorship category to reflect this priority.

INSIGHT:

It's not every day you have the opportunity to build a new, world-class, green stadium in the City of Lakes, the Land of 10,000 Lakes and the Great Lakes Region. After espousing the value of a green ballpark to the Twins, we advocated for the installation of a cistern to capture and store storm water runoff.

Meanwhile, Pentair, Inc., a global leader in water movement, treatment, storage and enjoyment products and systems, wanted to elevate its corporate presence. We developed a sponsorship strategy to spotlight the global issue of water by setting a new standard for water use in sports facilities.

"With Pentair's cutting edge technology and GreenMark's enlightened approach to sponsorship, we are excited to launch an entirely new category of sports sponsorship that is a win-win for the environment and sports franchises."

- Dave St. Peter, Minnesota Twins

SOLUTION:

GreenMark approached Pentair to become "The Official Sustainable Water Provider" for the Minnesota Twins and Target Field. This partnership created the highest-profile sustainable water solution in sports to date; Target Field serves as a demonstration site for irrigation, wash-down and filtration products.

Under a multi-year sponsorship agreement, Pentair donated and installed a custom-designed Rain Water Recycle System that will capture, conserve and reuse rain water at Target Field. In addition, Pentair's Everpure® tap water filtration systems were installed in each Target Field suite, as well as in administrative offices and training rooms, to enhance water quality and reduce the use of plastic bottled drinking water. To bolster consumer recognition, the property agreed to install a concourse display to ensure the fan is "experiencing" the full value of the sponsorship.

RESULTS:

Officially announced in January 2010, the new partnership was widely publicized, garnering nearly 100 million media impressions, including BusinessWeek, major network coverage and the top environmental websites and blogs. More important, Pentair's technology will reduce the need for municipal water at Target Field by more than 50 percent and save more than two million gallons of water annually.

GreenMark and the Minnesota Twins introduced the first wave of environmental innovation in sports. With Pentair's partnership as the lead-off hitter, sports sponsors are finally poised to hit homeruns that yield greater commercial—and community—success.