

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



CHALLENGE:

Pentair—a global leader in water movement, treatment, storage and enjoyment products and systems—sought to elevate its corporate profile while spotlighting its range of industrial, municipal, commercial and residential solutions. Meanwhile, the Minnesota Twins aspired to make sustainability an organizational priority.

INSIGHT:

It's not every day you have the opportunity to spotlight the global issue of water by setting a new standard for water use in sports facilities—particularly in Major League Baseball's greenest ballpark, located in the City of Lakes, the Land of 10,000 Lakes and the Great Lakes Region.

"GreenMark's solutions-based sponsorship creates authentic opportunities for us to tell our sustainability story. This partnership has driven huge value for our sales, marketing and branding efforts."

- Todd Gleason, Pentair Vice President of Strategy and Marketing

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, and 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, Pentair and the Minnesota Twins introduced the first wave of environmental innovation in sports. By activating an authentic solution, water conservation is becoming a sports industry standard for teams and a well-spring of good will for the water industry.