

Nonprofits Change the World, You Help Them Do It Better



2018

MCN ANNUAL CONFERENCE

SPONSORSHIP GUIDE

November 14-15, 2018

Saint Paul RiverCentre
St. Paul, MN

MINNESOTA
COUNCIL OF
NONPROFITS

2018 MCN Annual Conference

The Minnesota Council of Nonprofits is pleased to bring our 2018 Annual Conference to St. Paul on November 14-15! This highly anticipated gathering unites over 1,000 nonprofit leaders for a day-and-a-half of learning, networking and reinvigoration.

Attendees of the MCN Annual Conference are passionate about health, education, environment, arts, human services and other areas of nonprofit work. Participants hold a range of job responsibilities including leadership, governance, fundraising, human resources, communications, finances, public policy and more. Sponsors like you will be able to reach attendees before, during and after the conference through recognition in promotional brochures, on the conference website, in the conference program and during plenary sessions. Through an exhibit table, you will have a chance to meet hundreds of nonprofit leaders looking for new ways to expand or improve their organizations.

Date: November 14-15, 2018

Location: Saint Paul RiverCentre, St. Paul, MN

Time: Wednesday, November 14, noon - 5 p.m.

Thursday, November 15, 7 a.m. - 3:30 p.m.

Admission:

Super Saver: \$169 for members only

Early Bird: \$199 for members only

Standard: \$229 for members/\$269 for nonmembers

Late/On-site: \$259 for members/\$299 for nonmembers

Attendees: 1,000+ nonprofit professionals and decision-makers

Sessions: Two large keynote addresses, 40+ breakout sessions and two inspirational award presentations



Conference Highlights

This conference will be packed with networking opportunities, inspirational moments and time for learning, reflection, gathering resources and even fun. Don't miss any of these great events.

- **Exhibitor Showcase:** Our exhibit hall will feature vendors and consultants who specialize in working with nonprofits.
- **Exhibitor Word Jumble:** A fun game with door prizes will encourage participants to visit with exhibitors.
- **Two Conference Keynote Sessions:** Both days will feature an enlightening keynote address from sector experts, hosted in the Main Ballroom.
- **Virginia McKnight Binger Unsung Hero Awards:** The Wednesday keynote session will also feature the presentation of the 2018 Unsung Hero Awards.
- **Nonprofit Mission and Excellence Awards:** We'll use the Main Ballroom to announce the recipients of the 2018 Nonprofit Mission and Excellence Awards, adding to the festivities and action of Thursday's lunch.
- **Networking:** Get to know hundreds of nonprofit leaders and staff across the state - meet with old colleagues and new friends. Find out what others are doing, how you can collaborate, learn from one another and share experiences.

Questions about Sponsorship at the Annual Conference?

Contact: Paul Masiarchin at

651-757-3087 or

pmasiarchin@minnesotanonprofits.org



2018 MCN Annual Conference

Recognition in Marketing Materials	Diamond Keynote (\$12,500)	Diamond Network (\$10,000)	Platinum (\$7,500)	Gold (\$5,000)	Silver (\$3,500)
Listed in preliminary conference brochure, to 13,000 recipients (June)	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Name)	◇ (Name)
Listed in full conference brochure, to 10,000 recipients (August)	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Name)	◇ (Name)
Link to sponsor website in conference email messages	(Logo)	(Logo)	(Logo)	(Logo)	
Logo/link to sponsor website on all conference webpages	◇	◇	◇		
Logo/link to sponsor website on sponsor page of conference website	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Med. logo)	
Name/link to sponsor website on sponsor page of conference website					◇
Tweets about you from MCN with conference hashtag	4	4	2	1	1
Recognition at Conference	Diamond	Diamond	Platinum	Gold	Silver
Exclusive Sponsor of keynote session with welcome from podium	◇				
Exclusive Sponsor of conference reception or break		◇			
Recognized as a sponsor by a plenary emcee	◇	◇	◇	◇	◇
Logo will appear on large screens in ballroom	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Med. logo)	
Name will appear on large screens in ballroom					◇
Logo on conference signs	◇	◇			
Logo on front cover of conference program	◇				
Logo on back cover of conference program	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Med. logo)	
Name on back cover of conference program					◇
Exhibit and Advertising with Your Sponsorship	Diamond	Diamond	Platinum	Gold	Silver
Full conference exhibit package-premier location	◇	◇	◇	◇	◇
One-page flyer included in the conference packets	◇	◇	◇	◇	
One-time use of conference attendee mailing list	◇	◇	◇	◇	
Advertisement in conference program	Full Page	Full Page	Half Page	1/4 Page	Bus. Card
Admissions to all conference events (additional attendees can be registered at \$169 per attendee)	8	8	6	4	2

2018 MCN Annual Conference

▶ **DIAMOND LEVEL SPONSORSHIP - PLENARY SPONSOR**

\$12,500 (2 available)

- Exclusive sponsor of a conference keynote session; invited to give a brief welcome from the podium; logo listed alongside keynote description online and in program
- Logo on conference signs
- Large logo on preliminary conference brochure (13,000+)
- Large logo on full conference brochure (10,000+)
- Large logo and link to your website on all conference webpages
- Large logo and link in all conference-related email messages
- Large logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Logo on front cover of program book
- Large logo in program book and on plenary screens
- 4 MCN tweets about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Full-page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 8 to all conference events

▶ **DIAMOND LEVEL SPONSORSHIP - NETWORK SPONSOR**

\$10,000 (3 available)

- Exclusive sponsor of a conference reception or break; logo listed alongside session description online and in program
- Logo on conference signs
- Large logo on preliminary conference brochure (13,000+)
- Large logo on full conference brochure (10,000+)
- Large logo and link to your website on all conference webpages
- Large logo and link in all conference-related email messages
- Large logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Large logo in program book and on plenary screens
- 4 MCN tweets about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Full page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 8 to all conference events

▶ **PLATINUM LEVEL SPONSORSHIP** **\$7,500**

- Medium logo on preliminary conference brochure, (13,000+)
- Medium logo on full conference brochure (10,000+)
- Medium logo and link to your website on all conference webpages
- Medium logo and link in all conference-related email messages
- Medium logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Medium logo in program book and on plenary screens
- 2 MCN tweets about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Half-page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 6 to all conference events

▶ **GOLD LEVEL SPONSORSHIP** **\$5,000**

- Name on preliminary conference brochure (13,000+)
- Name on full conference brochure (10,000+)
- Medium logo and link on the sponsor page of conference website
- Logo and link in all conference-related email messages
- Recognized by the emcee during the plenary session
- Medium logo in program book and on plenary screens
- 1 MCN tweet about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Quarter-page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 4 to all conference events

▶ **SILVER LEVEL SPONSORSHIP** **\$3,500**

- Name on preliminary conference brochure (13,000+)
- Name on full conference brochure (10,000+)
- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Your name in program book and on plenary screens
- 1 MCN tweet about you with the conference hashtag
- Full conference exhibit package-premier location
- Business card-sized display ad in conference program
- Admission for 2 to all conference events

▶ A LA CARTE SPONSORSHIP OPPORTUNITIES*

Conference Tote Bag Sponsor (\$4,500; 1 available)

- Your logo on conference tote bags
- Your name and link on the conference website
- Recognized by the emcee during the plenary session
- Your name in program and on plenary screens
- Admission for 2 to all conference events

Conference Nametag Sponsor (\$4,500; 1 available)

- Your logo on all conference attendee nametags
- Your name and link on the conference website
- Recognized by the emcee during the plenary session
- Your name in program and on plenary screens
- Admission for 2 to all conference events

Treat Bag Sponsor (\$2,500; 1 available)

- Your logo or message on the paper snack bags distributed at the end of the conference
- Your staff will be invited to help distribute the snacks and set up a sign near each snack station
- Your name and link on the conference website
- Recognized by the emcee during the plenary session
- Your name in program and on plenary screens
- Admission for 2 to all conference events

Exhibit Hunt Sponsor (\$2,500; 1 available)

- Your logo on Exhibit Hunt Cards; your product(s) featured as top Exhibit Hunt prize(s)
- Your name and link on conference website
- Recognized by the emcee during the plenary session
- Your name in program and on plenary screens
- Admission for 2 to all conference events

Augment Your Presence with a Sponsored Workshop (\$2,000; 5 available)

New in 2018, sponsors can host a breakout workshop, one per timeslot. This is only available to groups that purchase another sponsorship of any level.

- You will work with MCN staff to select a topic and presenter to lead an educational workshop (this may not be promotional or “salesy”)
- Your name will appear next to the workshop description online and in the conference program
- Your staff will have 1 minute to introduce the workshop and highlight your services (this introduction may not be conducted by the workshop presenter)
- You may select the time slot (first come, first served)

*Add a Regular exhibit space to any a la carte sponsorship for \$500



2018 MCN Annual Conference Sponsorship Registration

Organization Information

(Contact person's name - for logistical information)

(Contact person's phone)

(Contact person's email)

(Business name - as it should appear in print)

(Organization's street address)

(City, State, Zip)

(Website - as it should appear and link to)

Conference Sponsorship

◇ Diamond Level - Plenary Sponsorship (\$12,500)

◇ Diamond Level - Network Sponsorship (\$10,000)

◇ Platinum Level Sponsorship (\$7,500)

◇ Gold Level Sponsorship (\$5,000)

◇ Silver Level Sponsorship (\$3,500)

◇ A La Carte Sponsorship (Describe) _____ ◇ Add a regular exhibit booth (\$500)

◇ Workshop Sponsor (\$2,000) - *Only available in conjunction with any other sponsor package above.*

Payment Information

◇ Check Enclosed ◇ Please Bill My Credit Card

(Card Number)

(Exp. Date)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)

For more information on sponsorship opportunities, please contact:

Paul Masiarchin, MCN program director, pmasiarchin@minnesotanonprofits.org, 651-757-3087



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