

MINNESOTA COUNCIL OF NONPROFITS 2023 SPONSORSHIP GUIDE



Photo taken from Indian Mounds Regional Park sacred burial place

Conference, Workshop, & Series Sponsorships

John Wurm, Membership & Communications Director
jwurm@minnesotanonprofits.org | 651-757-3082
www.minnesotanonprofits.org/event-sponsorships



Event Sponsorship with MCN!



At the Minnesota Council of Nonprofits (MCN), we believe that the nonprofit sector is strongest when each organization is well-run and well-supported. To transform this belief into reality, we offer a wide range learning opportunities that help nonprofit professionals of all experience levels strengthen their skills, expand their capacity, and establish valuable connections with others.

Each year, MCN brings together thousands of nonprofit professionals, board members, volunteers, and allies for workshops and conferences focusing on a variety of topic areas vital to the success of their organizations and teams. From conferences and major workshops focusing on topics including communications, fundraising, finance, and leadership to our MCN Annual Conference, each educational offering provides valuable opportunities to build skills, relationships, and stronger, more just nonprofits.

MCN strives to create workshop and conference experiences that are as timely and content rich as they are affordable, equitable, and accessible for each and every attendee. We consciously design each event to serve as an environment where challenges are addressed, opportunities are explored, difficult discussions are tackled head-on, and nonprofits recognize and celebrate their roles in creating vital communities across Minnesota.

What impact does event sponsorship have?

By accessing event sponsorship opportunities, companies, nonprofits, and foundations actively support sector-wide skill building, gain exposure for their own important work, and help ensure that MCN's events remain affordable and accessible to the widest possible audience across Minnesota and the surrounding regions. Sponsors also indirectly contribute to the availability of significant partial sponsorships for all MCN events, as well as support our ability to offer free informational and networking convenings throughout the year. It's truly a win-win for sponsors and event attendees!

How do I learn more?

The following pages include details related to MCN event sponsorships currently available — from event dates, format (virtual/in-person), locations, and audience information to sponsorship-specific pricing and associated benefits. If your organization is interested in engaging as a sponsor for more than one event, MCN would love to work with you to customize a sponsorship package that provides maximum exposure for your budget.

For more information on sponsorship availability, multi-event packages, or pricing, please contact John Wurm, membership & communications director at 651-757-3082 or jwurm@minnesotanonprofits.org.

Inform | Promote | Connect | Strengthen

2023 MCN Conferences

Nonprofit Finance & Sustainability Conference

Co-hosted with Propel Nonprofits, the **Nonprofit Finance & Human Resources Conference** brings together over 400 nonprofit finance, HR, operations, and executive leaders to chart a successful and sustainable financial future for their organizations and the nonprofit sector at large. This two-day virtual conference features 20+ information-rich breakouts, a keynote address, wellness and trivia sessions.

Date: March 28 & 30, 2023

Location: Virtual Conference

Attendee make-up: Finance (all experience levels), operations, executive leadership, accounting, human resources, board members, consultants

*For this conference, Platinum Sponsors choose one category exclusivity for one specific service category: (1) banking and payment processing; (2) auditing and tax services; (3) retirement plans; (4) payroll services; (5) insurance carriers; (6) outsourced accounting; and (7) real estate services.

Minnesota Nonprofit Leadership Conference

Coming back after a three-year hiatus, the 2023 Minnesota Nonprofit Leadership Conference is a day-long event bringing together nonprofit leaders of all levels for two dozen information-rich workshops, an insightful keynote, and peer networking. With more than 400 nonprofit leaders in attendance, this gathering is the sector's premier leadership development opportunity of the year.

Date: June 14, 2023

Location: McNamara Alumni Center, Minneapolis

Attendee make-up: Executive leadership, managers, board members, and new leaders

Minnesota Nonprofit Fundraising Conference

Back by popular demand, the Minnesota Nonprofit Fundraising Conference packs 20+ trend-centric fundraising workshops, networking, and keynote discussions together in one day to help nonprofits build a strong and effective development program for 2023 and beyond. Previous conference attendance has averaged approximately 500 attendees, making this conference MCN's second-highest attended event annually.

Date: July 2023

Location: In-person, TBD

Attendee make-up: Executive leadership, fundraising and development staff, board members, communications/marketing, grantwriters and fundraising consultants

MCN Annual Conference

The largest celebration of Minnesota's robust nonprofit sector each year, the 2023 MCN Annual Conference is expected to bring together more than 600 nonprofit professionals, board members, and volunteers from across the state and region for two days of timely educational sessions, inspirational keynote addresses, sector award presentations, facilitated networking, and opportunities to access the expertise, products, and services of conference sponsors and exhibitors.

Date: September 20-21, 2023

Location: Duluth Entertainment and Conventions Center (DECC), Duluth

Attendee make-up: Executive leadership, finance, fundraising, board members, volunteers, operations, human resources, communications/marketing, public policy, programming, consultants

Sponsor Benefits

	Sustainer \$12,500	Ally \$10,000	Partner \$5,000	Connector \$3,250
Recognition in all pre-conference emails and on sponsor webpage	Large logo	Large logo	Medium logo	Small logo
Complimentary conference registrations	10	8	6	4
Booth in exhibitor showcase	✓	✓	✓	✓
One-time access to the conference attendee direct mail list	✓	✓	✓	✓
Logo on sponsor slide prior to each keynote and breakout session	✓	✓	✓	✓
Inclusion in conference gamification	✓	✓	✓	✓
Recognition prior to plenary session	✓	✓	✓	✓
Display advertisement in print conference guide	Full-page	Half-page	Quarter-page	Business card
Tweets from MCN highlighting your conference support	3	2	1	1
Brief welcome for one breakout session of your choosing (upon request)	✓	✓	✓	
Brief podium address prior to conference plenary session	✓	✓		
Logo on promotional brochure	✓	✓		
Logo on all conference webpages	✓	✓		
Credited as sponsor of conference gamification		✓		
Credited as sponsor of coffee and snack breaks OR networking opportunities	✓			
Logo on all conference signage	✓			

A La Carte Sponsorships

Conference Tote Bag Sponsor* **\$5,000** (1 available per conference)

Attendee tote bags are a conference staple, allowing attendees a convenient way to gather exhibit giveaways, as well as keep their conference materials in one place. With this sponsorship, your logo will be featured in impressive fashion on the front of a cloth tote bag available to all attendees. [Only available for in-person conferences.]

Your sponsorship includes:

- Logo on conference attendee tote bags
- Logo and link on the conference website
- Recognition in conference guide and on plenary screens
- Admission for four to all conference events

Wellness and Creativity Sponsor* **\$2,500** (1 available per conference)

As the Wellness and Creativity sponsor you support an array of experiences designed to relax and center attendees in the midst of this busy and content-rich event. As the Wellness and Creativity sponsor, your company will be featured as the sole supporter of this much-beloved creative outlet.

Your sponsorship includes:

- Logo and link on the conference website
- One tweet from MCN highlighting your partnership
- Admissions for two to all conference events
- Recognition by Plenary Emcee as a conference sponsor
- Recognition in conference guide and on plenary screens

Conference Nametag Sponsor* **\$3,500** (1 available per conference)

By having your logo listed on every attendee's nametag, your company remains front-and-center throughout the entire day.

Your sponsorship includes:

- Logo on all conference attendee nametags
- Logo and link on the conference website
- Recognition during the conference plenary session
- Recognition in conference guide and on plenary screens
- Admission for four to all conference events

Media & WiFi Sponsor **In-kind trade** (1 available per conference)

As the media and WiFi sponsor, you receive a Connector-level sponsorship (\$3,250 value) in exchange for in-kind, pre-conference advertising/outreach support through your established outlets.

Your sponsorship includes:

- Recognition in all pre-conference emails and on sponsor webpage
- Logo and link on the conference website
- Recognized by the emcee during plenary session
- Recognition in conference guide and on plenary screens, along with WiFi access information
- Business -card display ad in conference guide
- Booth in exhibitor showcase
- Admission for four to all conference events
- One tweet from MCN highlighting sponsorship

*Tote bag, nametag, and gamification sponsors can add a regular exhibit space to sponsorships for \$300.

Workshops and Series

Grants Clinic Series

\$5,000 (1 available)

Event Date: 6+ events throughout 2023

This sponsorship provides an opportunity to highlight your company at all Beginning Grantseeking and Beginning Grantwriting workshops in 2023. These popular workshops averaged approximately 40 registrants per event in 2022, with attendees ranging from first-time grantwriters and “accidental grantwriters” to more seasoned fundraising professionals.

Practical Leadership Series

\$5,000 (1 available)

Event Dates: 6+ events throughout 2023

These are some of MCN’s most popular (and highly attended) workshops each year. Featuring Practical Leadership 1.0 (Employee Engagement) and Practical Leadership 2.0 (Team Engagement), each workshop is offered three times per year, for a total of six opportunities to put your services in front of nonprofit leaders committed to developing stronger teams.

Equity and Anti-Bias Series

\$5,000 (1 available)

Event Dates: 6+ events throughout 2023

Through your sponsorship of these insightful, inspiring, and action-oriented workshops, you’re supporting nonprofit professionals dedicated to building more equitable, accessible, and inclusive workplaces and communities. Workshop offerings (each offered multiple times in 2023) include Collective Healing: Breaking the Cycle of White Supremacy, Cultural Differences: Leading Through Anti-Bias Practices, and White Saviorism: Knowing Your Role in Anti-Racism, Equity, and Inclusion.

Public Policy & Advocacy Series

\$5,000 (1 available)

Event Dates: 6+ events throughout 2023

By sponsoring MCN’s public policy and advocacy workshops and convenings, you are supporting nonprofits and their ability to advocate for their organizations and the sector on the issues most important to their missions and communities. Events include Working with Media in Advocacy, Nonprofit Advocacy, Understanding the State Budget and How it Can Further Racial Equity, and other sessions to be announced.

Your series sponsorship benefits include:

- Logo and link on each event webpage
- Logo and link in all event promotional emails
- Recognition during each event introduction
- Recognition in related social media promotions
- Admission for two to each event
- Admission for two to MCN’s Annual Conference
- Event attendee lists from each workshop*
- Brochure or handout at registration table**

**Direct mail list only, no email or phone information (per MCN’s privacy policy) **Assuming events are hosted in-person.*

Sponsor Registration

Sponsor 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

2023 Nonprofit Finance & Sustainability Conference

2023 Minnesota Nonprofit Leadership Conference

2023 Minnesota Nonprofit Fundraising Conference

2023 MCN Annual Conference

Sponsorship Type

Sustainer Sponsorship (\$12,500)

Ally Sponsorship (\$10,000)

Partner (\$5,000)

Connector (\$3,250)

A La Carte Conference Sponsorship (please list type and price): _____

Workshop or Series Sponsorship (please list type and price): _____

Payment Information

Check enclosed

Please bill my credit card*

ACH*

Total amount to be charged _____

Card Number

Exp. Date (required)

CVV code (required)

(Name - as it appears on card)

(Organization Name - if corporate card)

Business Address (if different than above)

Cardholder Signature



Return your reservation form to:

Mail: Minnesota Council of Nonprofits, Attn: Accountant, 2314 University Ave. W, Ste 20, St. Paul, MN 55114

Email: registrar@minnesotanonprofits.org

FAX: 651-642-1517

**Per MCN's credit card processing policy, a 3 percent charge will be added to any credit card charges over \$2,000 in total.*



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St. Paul, MN 55114
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