

## SPONSORSHIP & EXHIBIT GUIDE

MINNESOTA  
COUNCIL OF  
NONPROFITS

Friday, July 28

8 a.m. – 4:30 p.m.

InterContinental  
Hotel Saint Paul

# 2023 NONPROFIT FUNDRAISING CONFERENCE

# 2023 Nonprofit Fundraising Conference

For the first time since 2019, the Minnesota Council of Nonprofits is bringing its Nonprofit Fundraising Conference back in-person! Taking place on July 28 in St. Paul, this one-of-a-kind conference will host hundreds of nonprofit development professionals in one place for learning, resource sharing, relationship building, and celebration.

Attendees of the Fundraising Conference represent all different types and sizes of nonprofits, and they will represent a range of job responsibilities, including fundraising, executive leadership, governance, communications, public policy, among others. Product and service vendors like you will be able to reach participants before, during, and after the conference through recognition in key promotional materials, on the conference website, in the onsite program and during keynote sessions. As a sponsor and/or resource exhibitor, you will have a chance to meet with hundreds of nonprofit leaders looking for solutions to their organization's fundraising challenges.

**Date:** Friday, July 28, 2023

**Time:** 8 a.m. - 4:30 p.m.

**Location:** InterContinental Saint Paul Riverfront  
St. Paul, MN

**Admission:**

Early Bird: \$169 for members only

Standard: \$199 members/\$269 nonmembers

Late/Onsite: \$229 members/\$309 nonmembers

**Attendees:**

400+ nonprofit fundraising professionals and decision-makers

**Sessions:**

One keynote address, 20+ breakout sessions, luncheon panel, and networking opportunities



## Conference Highlights

This wildly popular conference will be packed with networking opportunities, inspirational moments, and time for learning, reflection, resource gathering, and celebration. Don't miss any of these prime opportunities to connect with development decision-makers from across the state and region!

- **Exhibitor Showcase:** Our exhibit hall will feature product and service vendors and consultants who specialize in working with nonprofits of all sizes.
- **Exhibitor Game:** A fun game with door prizes will encourage participants to visit as many exhibitors as possible.
- **Conference Keynote Session:** The conference will feature an enlightening keynote address from a sector expert, hosted in the Main Ballroom.
- **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: Courtney Gerber at 651-757-3087 or  
cgerber@minnesotanonprofits.org

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# 2023 Nonprofit Fundraising Conference

Recognition in Marketing Materials	Sustainer (\$12,500)	Ally (\$10,000)	Partner (\$5,000)	Connector (\$3,250)
Listed in full conference brochure, to 4,000 recipients	◇ (Large logo)	◇ (Large logo)	◇ (Name)	◇ (Name)
Link to sponsor website in conference email messages	◇ (Large logo)	◇ (Med. logo)	◇ (Small logo)	◇ (Name)
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)	
Name/link to sponsor website on sponsor page of conference website				◇
Tweets about you from MCN with conference hashtag	3	2	1	1
Recognition at Conference	Sustainer	Ally	Partner	Connector
Exclusive Sponsor of plenary session with welcome	◇			
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)	◇ (Name)
Credited as sponsor of conference exhibitor game		◇		
Logo on conference signs	◇			
Logo on front cover of conference program	◇			
Logo on back cover of conference program	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	
Name on back cover of conference program				◇
Exhibit and Advertising with Your Sponsorship	Sustainer	Ally	Partner	Connector
Full conference exhibit package-premier location (\$750 value)	◇	◇	◇	◇
One-time use of conference attendee direct mailing list	◇	◇	◇	
Advertisement in conference program	Full Page	1/2 Page	1/4 Page	Bus. Card
Admissions to all conference events (additional attendees can be registered at \$109 per attendee)	10	8	6	4

## A LA CARTE SPONSORSHIP OPPORTUNITIES

### Conference Tote Bag Sponsor \$5,000 (1 available)

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. [\$2,500 of sponsorship may go to cost of bags.]

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

### Conference Nametag Sponsor \$3,500 (1 available)

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

### Wellness and Creativity Sponsor \$2,500 (1 available)

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

### Media & WiFi Sponsor In-kind trade (1 available)

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
- Logo and link on the conference website
- Recognized by the emcee during plenary session
- Recognition in conference guide and on plenary screens
- Business-card display ad in conference guide
- Admission for four to all conference events

\*Add a Regular exhibit space to any a la carte sponsorship for \$300



# 2023 Nonprofit Fundraising Conference

## Exhibit Opportunities

More than 400 participants are expected to attend the year's largest gathering of nonprofit fundraisers in Minnesota. As an exhibitor, you will have an opportunity to meet face-to-face with decision-making staff, trustees and volunteers playing key fundraising roles within their nonprofit organizations.

## At the Conference:

At this year's conference, there will be concentrated periods of time where participants will be focused on visiting with exhibitors. Additionally, MCN will provide extra incentives for attendees to visit the Exhibitor Showcase, including:

- Conference registration located in exhibit hall
- Prize raffles
- Coffee and refreshments in exhibit area on both days
- Extended break times on both days

## Exhibit Showcase Options

There are limited exhibit spaces in each category. Exhibits assignments are on a first-come, first-served basis.\*

**Exhibitor Showcase Booth: \$750**

Exhibit fees do not include A/V needs, including electrical Internet access. Forms for ordering these items will be provided.

All exhibitors and sponsors will automatically be included in the MCN-administered exhibit game (more details to come). Exhibitors may also offer their own in-booth giveaways/contests.

*\*Due to the limited number of exhibit spaces, preference will be given to sponsors, followed by exhibit-only requests on a first-come, first-served basis. Any exhibit requests not fulfilled due to capacity issues will be notified as soon as possible.*

## Exhibit Details

### Exhibit Showcase Hours

Friday, July 28, 8:30 a.m. - 4:30 p.m.

### Exhibit/Advertising Registration Deadline:

Friday, July 7, 2023

### Set-Up

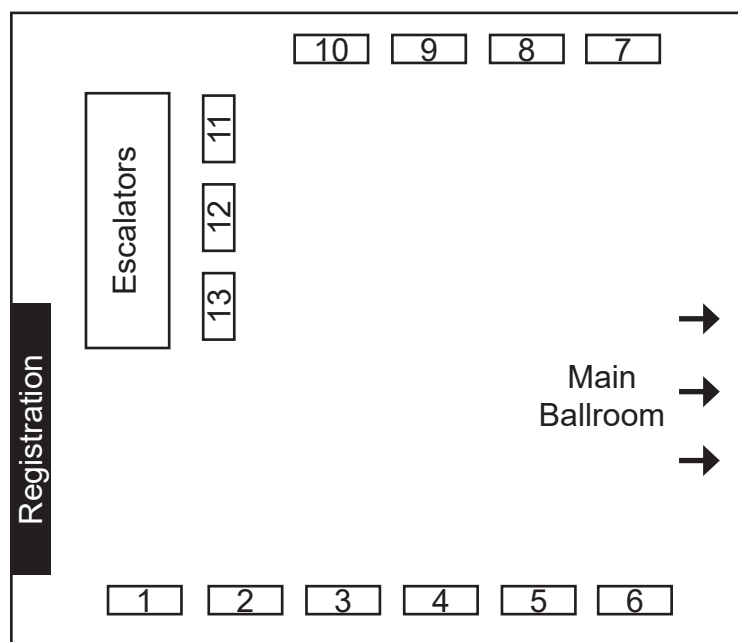
Friday, July 28, 7 - 8 a.m.

### Tear Down

Friday, July 28, 4:30 p.m.

### Exhibitor Package Includes:

- 6-foot draped and skirted table and two chairs
- Listing with web address in event program
- Listing and link on the event website
- Wireless web access for your exhibit table
- Inclusion in the Exhibitor Game
- Free admission to the entire conference for up to two people (additional staff can register at a special rate of \$109 at any point).



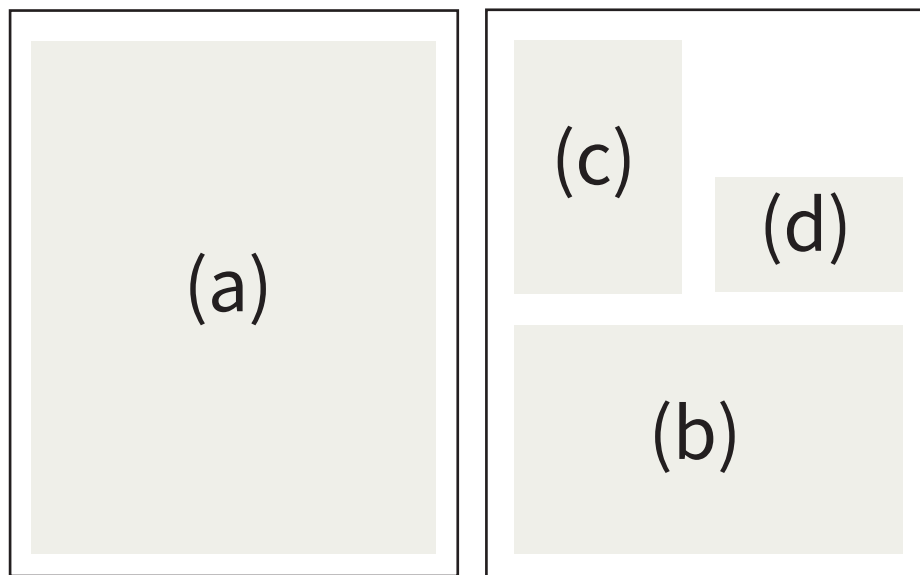


# 2023 Nonprofit Fundraising Conference

## Additional Advertising Opportunities

### Program Advertising

Size	Width	Height	Rate	Exhibitor Rate
(a) Full Page	7 1/2"	10"	\$700	\$500
(b) 1/2 Page	7 1/2"	4 2/3"	\$550	\$400
(c) 1/4 Page	3 1/2"	4 2/3"	\$400	\$300
(d) Business Card	3 1/2"	2"	\$300	\$225



**Ad Insertion Deadline:** July 7, 2023

**Ad File Deadline:** July 14, 2023

### Attendee Direct Mail List:

Continue reaching conference participants after the conference by receiving a participant direct mail list. The list includes the name, organization, and postal mailing address of each participant.

**Participant Mailing Lists are available to conference exhibitors only: \$200**

*Please Note: Email addresses are not provided, as MCN's privacy contracts do not allow for the distribution of member email addresses.*

### Questions about exhibiting or advertising at the 2023 Nonprofit Fundraising Conference?

Contact: John Wurm at 651-757-3082 or [jwurm@minnesotanonprofits.org](mailto:jwurm@minnesotanonprofits.org)

# 2023 Fundraising Conference Sponsor/Exhibitor Registration Form

## 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

◇ Sustainer Sponsorship (\$12,500)

◇ Ally Sponsorship (\$10,000)

◇ Partner Sponsorship (\$5,000)

◇ Connector Sponsorship (\$3,250)

◇ A La Carte Sponsorship (Describe) \_\_\_\_\_ ◇ Add a regular exhibit booth (\$300)

### Conference Exhibit (for non-sponsors)

◇ Exhibit Booth (\$750)

(Exhibitor Attendee 1 - name and email)

(Exhibitor Attendee 2 - name and email)

### Conference Advertising

◇ Program Ad (Size \_\_\_\_\_ / Rate \_\_\_\_\_)

◇ Attendee Direct Mail List (Exhibitors Only - \$200)

#### Return Your Reservation Form to MCN by July 7, 2023

**Fax** completed registration and payment to 651-642-1517

**Mail** completed registration and payment to: Minnesota Council of Nonprofits, 2314 University Ave. W., Ste. 20, St. Paul, MN 55114

**Email** completed registration to registrar@minnesotanonprofits.org

## Payment Information

◇ Check Enclosed

◇ Please Bill My Credit Card\*

Total Charge: \_\_\_\_\_

(Card Number)

(Exp. Date)

(CVV code)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)

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



2314 University Ave West, Suite 20, St. Paul, MN 55114  
Tel: 651-642-1907 | 800-298-1904 | Fax: 651-642-1517  
[info@minnesotanonprofits.org](mailto:info@minnesotanonprofits.org) | [www.minnesotanonprofits.org](http://www.minnesotanonprofits.org)