

Sponsor and Exhibitor Packet

2019 Nonprofit Fundraising Conference



Thursday, July 25 | 7:45 a.m. - 4:30 p.m.
Earle Brown Heritage Center | Brooklyn Center



2019 Nonprofit Fundraising Conference



Minnesota is a state with a vibrant nonprofit sector and a strong culture of philanthropy. It is through the art of fundraising that Minnesota's donors connect with individual causes. Through fundraising, we bring to life the ideals of our communities and make real the visions of change embedded within each nonprofit.

The fourth-annual Minnesota Nonprofit Fundraising Conference is designed for the entire philanthropic community. Whether you're a volunteer or an executive director, a grantwriter or a grantmaker, an experienced development director or a new program manager – you'll find valuable learning and networking at this conference. All individuals who participate or are looking to better understand the grand task of philanthropy are encouraged to attend.

The Nonprofit Fundraising Conference is co-hosted by the Association of Fundraising Professionals Minnesota Chapter and the Minnesota Council of Nonprofits. Nearly 500 attendees registered in 2018.

Date: July 25, 2019

Location: Earle Brown Heritage Center
Brooklyn Center, MN

Time: 7:30 a.m. – 4:30 p.m.

Admission (through 6/27/19):

\$179 members (\$249 nonmembers)

Attendees: 400+ fundraising professionals, nonprofit managers and decision-makers.

Sessions: Large plenary and more than 20 informative breakout sessions

At the Conference

At this year's conference, there will be several concentrated periods of time where participants will be focused on visiting with exhibitors. As a sponsor/exhibitor, that means you will have ample time to meet and talk with participants while the only conference activity is in the exhibit hall.

Exhibits will open for the morning rush of registration at 7 a.m., during an extended mid-morning break, and again over lunch, where participants will be invited to enjoy a buffet-style lunch while visiting with exhibitors. During these times, you will be the center of attention as conference activities will be focused on the Exhibit Hall. MCN will provide extra incentives for participants to learn more about your products and services:

- **Continental Breakfast:** Coffee and breakfast offerings will be served near exhibitors, ensuring a good flow of traffic early in the morning.
- **Mid-morning Break:** This break—during which coffee and refreshments will be available by exhibitors—will provide 30 minutes for you to chat with attendees.
- **Buffet Lunch:** We'll provide 30 minutes at lunch when participants will be encouraged to mingle, network and explore your resources and exhibits.

Learn more about the 2019 Nonprofit Fundraising Conference at:
www.minnesotanonprofits.org/events



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Sponsorship Opportunities

Premium sponsor packages provide you with the opportunity to build your brand, show your support for Minnesota's nonprofits and connect with hundreds of targeted decision makers. Packages are customizable to your preferences to offer you the highest level of visibility at and leading up to the conference.

Sponsorship inquiries can be sent to Paul Masiarchin at pmasiarchin@minnesotanonprofits.org or 651-757-3087.

Recognition in Conference Marketing Materials	Diamond (\$10,000)	Platinum (\$8,000)	Gold (\$5,000)	Silver (\$3,500)
Logo on conference brochure, mailed to 6,500 (deadline to be included in brochure: May 10, 2019)	◇	◇		
Logo and link to your website on all conference webpages	◇	◇		
Logo and link in conference-related email messages	◇	◇		
Link on sponsor page of conference website	◇ (large logo)	◇ (large logo)	◇ (med. logo)	◇ (small logo)
Tweets from MCN with conference hashtag	4	3	2	1
Recognition in Conference Marketing Materials	Diamond (\$10,000)	Platinum (\$8,000)	Gold (\$5,000)	Silver (\$3,500)
Exclusive sponsor of plenary session with welcome	◇			
Logo on conference signs	◇			
Recognized by plenary emcee as sponsor	◇	◇	◇	◇
Logo on front of conference program	◇			
Logo in program book and plenary screens	◇ (large logo)	◇ (large logo)	◇ (med. logo)	◇ (small logo)
Recognition in Conference Marketing Materials	Diamond (\$10,000)	Platinum (\$8,000)	Gold (\$5,000)	Silver (\$3,500)
Full conference exhibit package	◇	◇	◇	◇
Insert included in the conference packets (\$400 value)	◇	◇	◇	
Display ad in conference program	Full Page (\$750 value)	1/2 Page (\$600 value)	1/4 page (\$400 value)	Bus. Card (\$300 value)
Free admissions to all conference events	8	6	4	2
Conference participant mailing list (\$400 value)	◇	◇	◇	

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Conference Exhibits

Being one of a limited number of conference exhibitors offers you a unique opportunity to display your product or company in front of 500 nonprofit decisionmakers. As an exhibitor, that means you will have ample time to meet and talk with participants. Exhibits will open for the morning rush of registration, then again over the lunch and between breakout sessions.

Exhibitor Package Includes:

- Free admission to the entire conference for up to two people. Additional registrations can be purchased at anytime at the Early Bird rate of \$179
- Inclusion of contact information in conference program, including a 50-word company description and web URL
- 8-foot draped and skirted table and two chairs
- Listing and link on the event website
- Wireless web access for your exhibit (no power provided)
- One tweet from MCN with conference hashtag



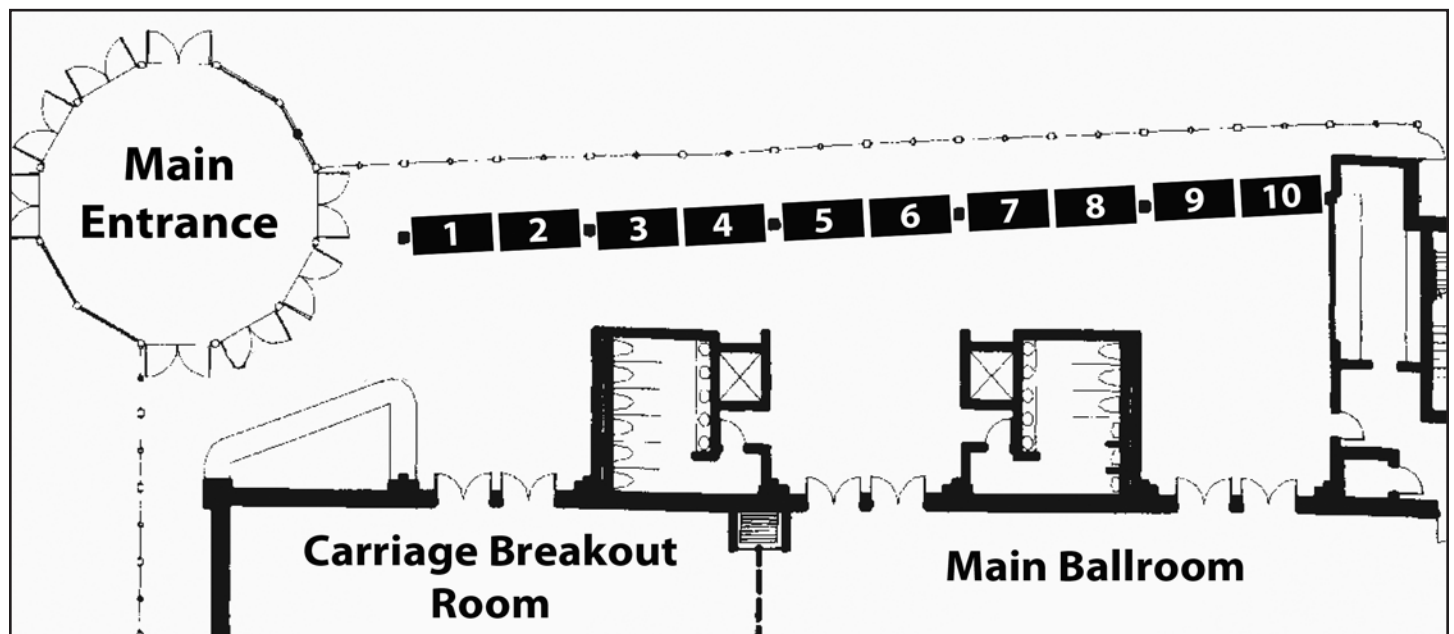
Exhibit Cost: \$800

Exhibit Hours: 7 a.m. – 3:30 p.m.

Exhibit availability will be based on a first-come, first-serve basis with sponsors receiving preference. Prospective exhibitors will be notified as to the status of their exhibit request by June 1, 2019.

Member Discount: Ally- and Advocate-level associate members with MCN receive a 10 percent discount on the price of an exhibit booth. Please contact John Wurm (see below) for more information.

Exhibitor Hall Map



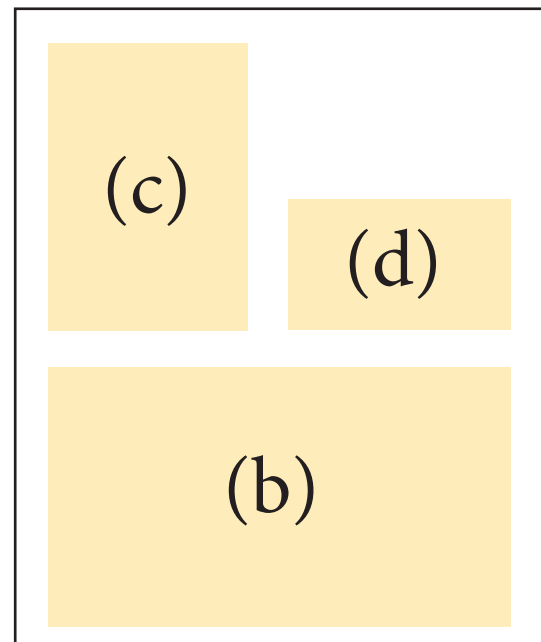
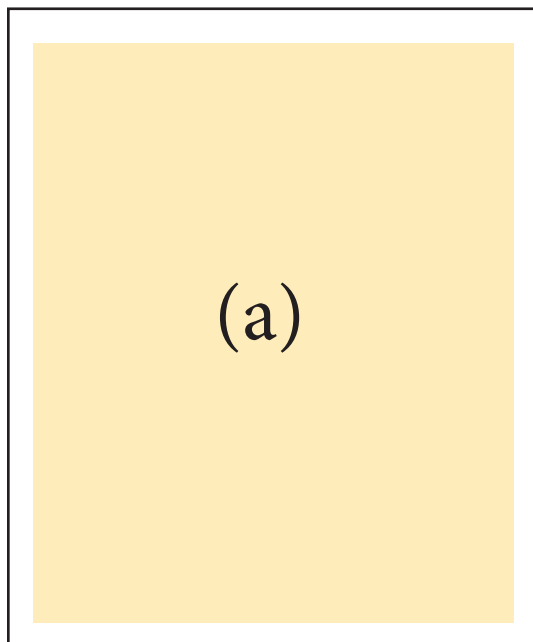
For more information about exhibiting at the 2019 Nonprofit Fundraising Conference, contact John Wurm, MCN membership & communications Director, at jwurm@minnesotanonprofits.org

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Additional Advertising Opportunities

Program Advertising

Size	Width	Height	Rate	Exhibitor Rate
(a) Full Page	7 1/2"	10"	\$750	\$600
(b) 1/2 Page	7 1/2"	4 2/3"	\$600	\$400
(c) 1/4 Page	3 1/2"	4 2/3"	\$400	\$250
(d) Business Card	3 1/2"	2"	\$300	\$150



Ad reservation deadline: June 21, 2019

Ad materials deadline: July 5, 2019

Packet Insert

Your company provides 500 copies of a brochure, flier or other item promoting your business and we'll insert it into every participant's packet. Inserts need to be sent to MCN by July 18, 2019.

Packet Inserts: \$250 for exhibitors / \$350 for non-exhibitors

Participant Mailing List

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

We're sorry, email addresses are not provided, as MCN's privacy policy with our members does not allow us to distribute email addresses.

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

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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 Sponsorship (\$10,000)

◇ Platinum Level Sponsorship (\$8,000)

◇ Gold Level Sponsorship (\$5,000)

◇ Silver Level Sponsorship (\$3,500)

Conference Exhibit

◇ 1 Regular Space (\$800)*

Exhibit availability will be based on a first-come, first-serve basis with sponsors receiving space preference. Prospective exhibitors will be notified as to the status of their exhibit request by June 1, 2019. Advocate and Ally-level associate members of MCN receive a 10 percent discount off of exhibit pricing (not sponsorships). Please indicate discounted price below.

(Exhibitor Attendee 1 - name and email)

(Exhibitor Attendee 2 - name and email)

Conference Advertising

◇ Program Ad (Size _____ / Rate _____)

◇ Packet Insert (\$250 Exhibitors / \$350 Non-Exhibitors)

◇ Participant List (Exhibitors Only - \$200)

Return Your Reservation Form to MCN by June 21, 2019

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

Email: accountant@minnesotanonprofits.org

FAX: 651-642-1517

Payment Information

◇ Check Enclosed ◇ Please Bill My Credit Card (Total) _____

(Card Number)

(Exp. Date)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)