



2027 Partnership Opportunities

SITE Minnesota: Where business is done 1:1

Why Partner with **SITE Minnesota?**

- Connect with a highly qualified audience of corporate planners and leading third-party agencies, including ALTOUR (Y.E.S.), Augeo, BCD Meetings & Events, BI WORLDWIDE, Carrousel Travel, CWT Meetings & Events, HelmsBriscoe, ITA Group, One10, and Prestige Global Meeting Source.
- Reach one of the nation's largest concentrations of third-party meeting and incentive professionals in the Twin Cities market.
- Benefit from chapter events that consistently achieve an exceptional buyer-to-supplier ratio of approximately 1:1, creating meaningful networking opportunities.
- Engage with both local and out-of-state industry professionals through strong and growing event participation.
- Support our commitment to giving back through partnerships with local philanthropic organizations and community initiatives.



Plan Your Year

So many opportunities to get involved in 2027!



Hygge (hue gah)
Two-Night Retreat

February 22 – 24, 2027



Education Day
Young Leader Welcome
Reception
Full Day Sessions
Closing Reception with
Raffles
July 2027



Fall Sip & Site

September 2027



Holiday & CSR
Event

December 2027



2027 Annual Strategic Partnership | \$8,000

- 12-month agreement (January 1-December 31, 2027)
- Two complimentary registrations for any two 2027 SITE Minnesota events
- Three customized branding opportunities
- Logo on website with your contact information
- Logo included in all 2027 pre- and post-event marketing
- Verbal sponsor recognition at all 2027 SITE Minnesota events
- Attendee list with email addresses from each 2027 SITE Minnesota event
- One full-page ad in one SITE Minnesota quarterly newsletter
- Three social media posts on SITE Minnesota's accounts

Inaugural Hygge Retreat | \$4,950

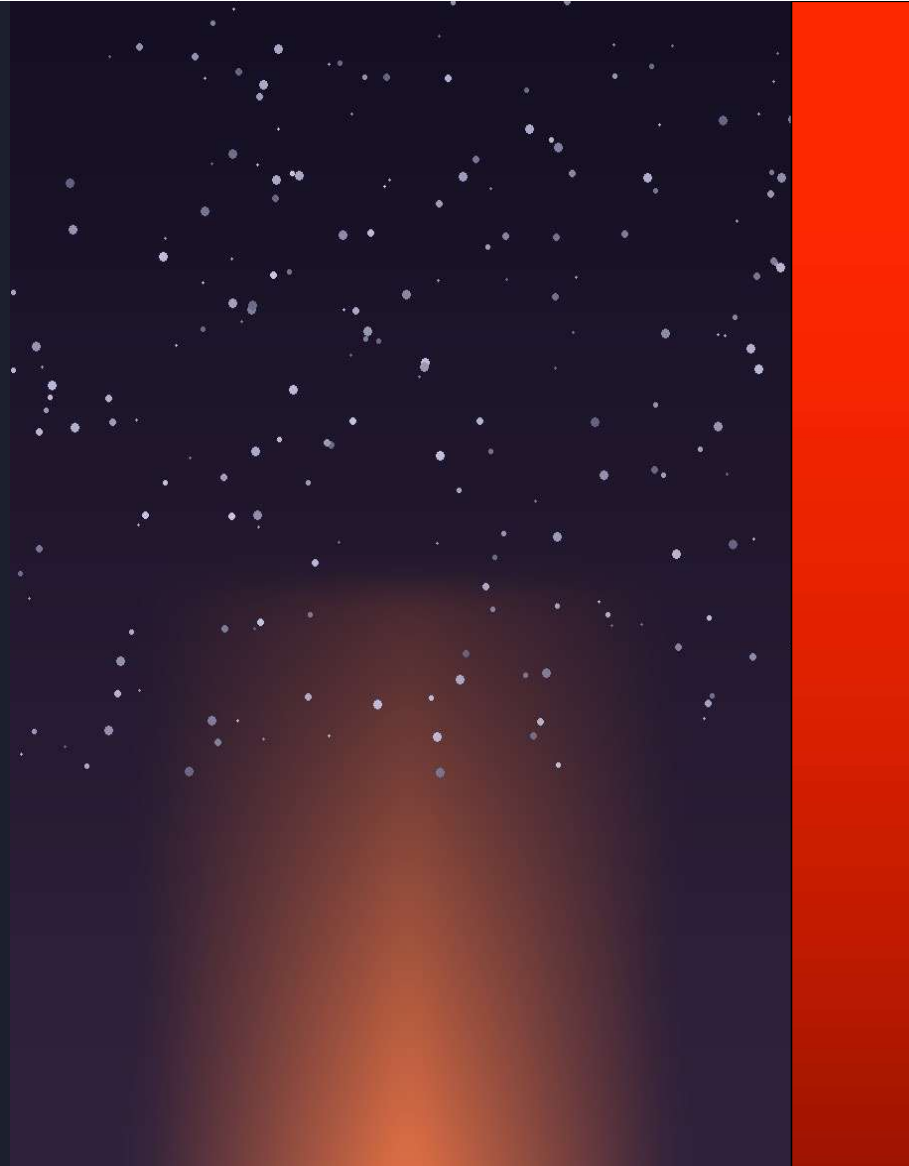
Introducing the first-ever SITE Minnesota Hygge Retreat — an entirely new kind of event built for real connection. Hygge (hue-gah) is the Scandinavian art of warmth, coziness, and intentional togetherness, and there is no better place to experience it than on a Minnesota lakeshore in February. Think crackling firesides, outdoor bonfires under the stars, warm cocktails, and classic MN hotdishes — all at the upscale Landing Hotel in Wayzata. With a strict 1:1 supplier-to-buyer ratio and a curated, application-only guest list, this is not your average networking event. Every sponsor walks away with something far more valuable than a badge scan.

Date: February 24-26, 2027 • Location: The Landing Hotel, Wayzata MN

SPONSORSHIP INCLUDES:

- Sponsorship fee includes one hosted buyer registration
- Two-night accommodations at The Landing Hotel, Wayzata
- Curated 1:1 networking – guaranteed face time with buyers
- Fireside dinners, cozy cocktails and warm Minnesota hospitality
- Sponsor recognition on SITE Minnesota website and pre-event communications
- List of event registrants with email addresses
- One customized branding opportunity
- Sponsorship subject to application and approval - limited spots available (application opens in August of 2026)

*In-kind sponsorship available — contact us to discuss options





Education Day Welcome Evening | \$7,500 each

SPONSORSHIP INCLUDES:

- Complimentary registration for up to ten people
- Sponsor recognition on SITE Minnesota website and pre-event communications
- Logo on registration website
- One social media post on SITE Minnesota's account
- One exclusive pre-event social media post
- One customized branding opportunity
- Verbal sponsor recognition and thank you at event
- List of event registrants with email addresses

Education Day Welcome Evening

Date: July 2027

Location: TBD

Time: TBD



**Times subject to change*

Education Day Event

Education Day Event

Date: July 2027

Location: TBD

Time: 9:00 AM -4:00 PM

2026 Event Registrants: 230



	Platinum	Gold	Silver
Complimentary Registrations	Up to 8	Up to 4	Up to 2
Logo on registration website	X	X	X
Social Post	2	1	0
Sponsor recognition on SITE Minnesota website and pre-event communications	X	X	X
Verbal sponsor recognition at event	X		
Customized branding opportunities	3	2	1
Video during event	X		
Registration list	X	X	
Pricing	\$6500	\$4000	\$2000
Number available per level (first come, first serve)	3	5	10

Accepting raffle prize donations such as hotel stays, DMC services, air travel, cruise packages, gift certificates, etc.

**Times subject to change*

Education Day Closing Reception

Exclusive | \$15,000

SPONSORSHIP INCLUDES:

- Ten complimentary registrations
- Sponsor recognition on SITE Minnesota website and pre-event communications
- Logo on registration website
- Three social media post on SITE Minnesota social media channels
- Two exclusive social posts – 1 pre / 1 post
- One ½ page ad in SITE Minnesota quarterly newsletter
- Three customized branding opportunities
- Verbal sponsor recognition and thank you at event
- List of event registrants with email addresses

Education Day Closing Reception

Date: July 2027

Location: TBD

Time: 4:00-6:00 PM



Accepting raffle prize donations such as hotel stays, DMC services, air travel, cruise packages, gift certificates, etc.

Fall Sip & SITE | \$3,500 each

SPONSORSHIP INCLUDES:

- Complimentary registration for up to three people
- Sponsor recognition on SITE Minnesota website and pre-event communications
- One ¼ page ad in SITE Minnesota quarterly newsletter
- Sponsor recognition at event
- List of event registrants with email addresses



Fall Sip & SITE

Date: September 2027

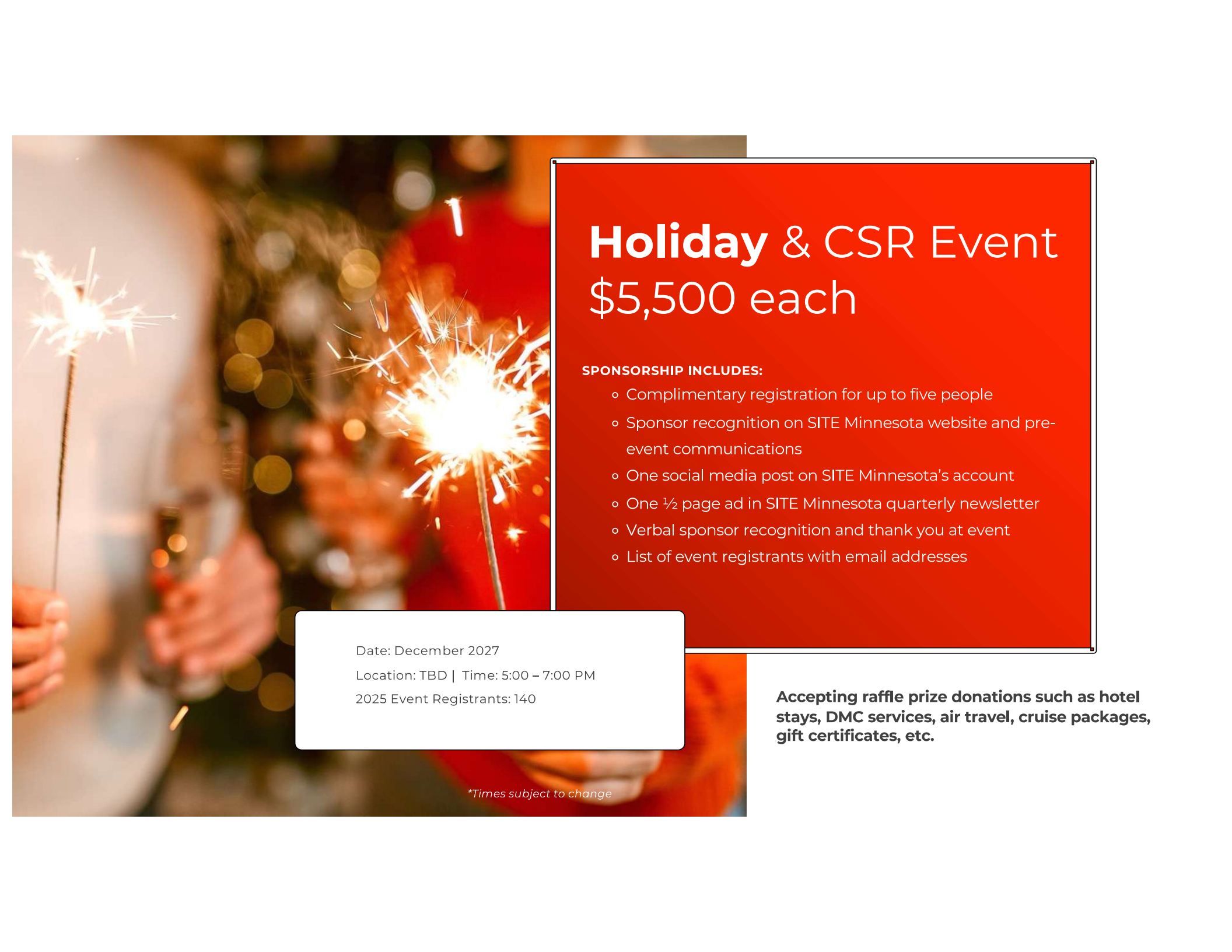
Location: TBD

Sponsorship starting from: \$3,500

2025 Event Registrants: 65



**Times subject to change*



Holiday & CSR Event \$5,500 each

SPONSORSHIP INCLUDES:

- Complimentary registration for up to five people
- Sponsor recognition on SITE Minnesota website and pre-event communications
- One social media post on SITE Minnesota's account
- One ½ page ad in SITE Minnesota quarterly newsletter
- Verbal sponsor recognition and thank you at event
- List of event registrants with email addresses

Date: December 2027

Location: TBD | Time: 5:00 – 7:00 PM

2025 Event Registrants: 140

Accepting raffle prize donations such as hotel stays, DMC services, air travel, cruise packages, gift certificates, etc.

**Times subject to change*

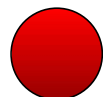
Additional
**Partnership
Opportunities**



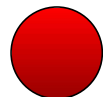
Jane Schuldt

Leadership Scholarship

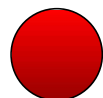
Jane founded SITE Minnesota, served as SITE International President, and spent 37+ years shaping the incentive travel industry through education, ethical leadership, and a deep commitment to developing future leaders. This scholarship carries her legacy forward by sponsoring SITE Minnesota event registration fees and/or chapter membership fees for a Young Leader. Sponsor a Young Leader to attend the SITE Young Leader Conference in 2027 (in conjunction with IMEX America): \$2,500 per person.



12 months of recognition on the SITE Minnesota website



Scholarship winner announced at Education Day event



Verbal thank you recognition at Education Day



Raffle Prize Donations

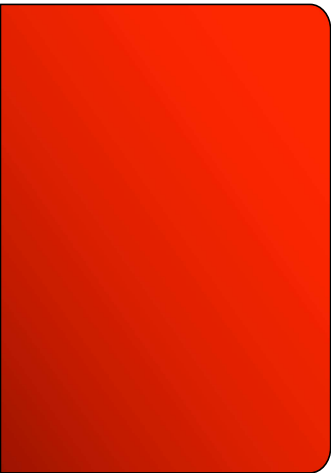
A portion of raffle ticket sales go directly to our local philanthropy partner.

- The items should have a minimum value of \$100.00 and an expiration date of at least 1 year from the event date.
- If you are donating a certificate, please make sure to include any exclusions, blackout dates or specific details.
- You'll be recognized during the event with verbal mentions during the raffle drawing.



We are looking for donations of:

- Overnight stays
- Airline tickets
- Destination packages
- Gift baskets
- Gift cards
- Cruise experiences

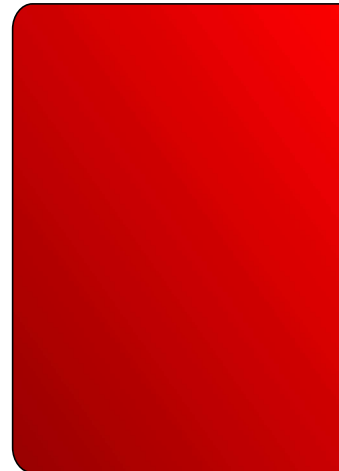


In-Kind **Donations**

- Décor
- Entertainment
- Audio/Visual services and/or equipment
- Keynote Speakers
- Use of Event Venue
- Photography services
- We will create a custom sponsorship package based on the value of services.

Give-Back **Sponsors**

Sponsor items for a CSR event such as backpacks or toiletries





Gifting Partner

We are looking for gifting partners to enhance the experience our attendees receive and create an incentive experience that they can replicate at their own events.

We find that this provides great exposure for you by being able to personally demonstrate your experience and helps us to increase participation in our event, making it a win-win for everyone.

This sponsorship provides each attendee (All registered guests including buyers, suppliers, speakers/presenters and other sponsors) with a takeaway gift.

- Logo included in pre- and post-event marketing
- Complimentary registration for up to three guests
- Two minutes of speaking time at event, includes option to share a video, venue permitting
- List of event registrants with email addresses



Membership Sponsorship

Help a buyer become a member.

Sponsor a buyer's membership to help them become more involved in SITE Minnesota & SITE Global.

We'll help you find a buyer, or you can let us know who you would like to host.

Annual Cost: \$490

Get In Touch



For information on sponsorship opportunities contact:

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Tammi Krone

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