

A background image showing a group of business professionals in an office setting. In the foreground, several hands are clasped together in a huddle over a wooden table. In the background, a woman with glasses and a white blouse is smiling. Other people are partially visible, including one in a pink blazer and another in a floral patterned sleeve.

**site** Minnesota

2025  
Partnership  
Opportunities

SITE Minnesota: Where business is done 1:1

# Why Partner with **SITE Minnesota?**

- The Twin Cities are home to the largest concentration of incentive houses in the country
- Our chapter events average a 1:1 buyer-to-supplier ratio
- Strong local and out-of-state participation
- Commitment to CSR with our local philanthropy partner
- Visibility on SITE Minnesota website, quarterly newsletter and social media platforms
- Our events attract attendees from many third-party agencies and corporate planners

including Y.E.S. (ALTOUR), Augeo, BCD Meetings & Events, BI WORLDWIDE, Carrousel

Travel, CWT Meetings & Events, HelmsBriscoe, ITA Group, One10, and Prestige Global

Meeting Source.



# Plan Your Year

So many opportunities to get involved.



Sip & SITE Event

Thursday, February 20, 2025



Earth Day Activity

Saturday, April 19, 2025



Pre-Education Day  
Reception

Monday, July 21, 2025

Education Day

Tuesday, July 22, 2025



Fall  
Sip & SITE Event

Tuesday, October 21, 2025



Holiday & CSR  
Event

Exact Date TBD





# 2025 Annual Strategic Partnership | \$10,000

- 12-month agreement (January 1-December 31, 2025)
- Logo on website with your contact information
- Logo included in all 2025 pre- and post-event marketing
- Recognition at all 2025 SITE Minnesota events
- Attendee list with email addresses from each 2025 SITE Minnesota event
- Two complimentary registrations for any two 2025 SITE Minnesota events
- Two-minutes of speaking time at one 2025 event of your choice, includes option to share a video, venue permitting
- Two social media posts on SITE Minnesota's accounts
- One full-page ad in one SITE Minnesota quarterly newsletter

# Sip & SITE | \$3,000 each

## SPONSORSHIP INCLUDES:

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



### Q1 Event

Date: Thursday, February 20, 2025

Location: TBD | Time: 5:00 – 7:00pm\*

Sponsorship starting from: \$3,000

2024 Event Registrants: 49



### Fall Event

Date: Tuesday, October 21, 2025

Location: TBD | Time: 5:00 – 7:00pm\*

Sponsorship starting from: \$3,000

2024 Event Registrants: 56



*\*Times subject to change*



# Education Events | \$6,000 each

## Pre-Education Day Reception



Date: Monday, July 21, 2025

Location: TBD | Time: 5:30 – 7:30pm\*

Sponsorship starting from: \$6,000

## Education Day Reception



Date: Tuesday, July 22, 2025

Location: TBD | Time: 10:00am – 6:00pm\*

Sponsorship starting from: \$6,000

2024 Event Registrants: 136

### SPONSORSHIP INCLUDES:

- Complimentary registration for up to six people
- 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
- Two-minutes of speaking time at event, includes option to share a video, venue permitting
- List of event registrants with email addresses

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

*\*Times subject to change*

# Holiday & CSR Event | \$5,000

## SPONSORSHIP INCLUDES:

- Complimentary registration for up to five people
- 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
- Two-minutes of speaking time at event, includes option to share a video, venue permitting
- List of event registrants with email addresses
- One display and networking table, venue permitting

Date: December 2025 (Exact Date TBD)

Location: TBD | Time: 5:00 – 8:00pm\*

Sponsorship starting from: \$5,000

2023 Event Registrations: 128 guests



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

*\*Times subject to change*

# Additional **Partnership Opportunities**





# Member-Only Hosted Events

**NEW!**

## HOSTED EXPERIENCE INCLUSIONS:

- Opportunity to curate a memorable, exclusive experience for industry peers promoting your brand
- Connect with our valued members in a small group setting
- Work with the sponsorship team to develop your VIP experience today!



**Host an experience for SITE Minnesota members only** (up to 30 guests)

Spotlight unique venues in the Twin Cities including hotels, restaurants, theaters, sports arenas and more.



# Jane Schuldt

## Leadership Scholarship

Sponsor 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 2025 (in conjunction with IMEX America): \$2,500 per person



12 months of recognition on the SITE Minnesota website



A short commercial during Education Event



Scholarship winner announced at Education Event



# 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 signage and 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

## 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 It Touch

For information on sponsorship opportunities contact:



**Shay Farmer** | VP Sponsorship & Finance

BI WORLDWIDE

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**Theresa Link** | Sponsorship & Finance Committee

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