

SITE Minnesota 2027 Sponsorship One-Sheet Guide

Purpose: Quick approval guide for hotel sales leaders during budget planning. Focus on ROI, audience, visibility, and investment.

2027 Annual Strategic Partnership

Investment: \$8,000

Why it matters: Best for organizations seeking year-long exposure and ongoing engagement.

- Key Benefits:
 - Year-round visibility (Jan–Dec 2027)
 - Access to attendee lists from every 2027 event
 - Logo on website and all event marketing
 - 3 custom branding opportunities
 - 3 social posts + full-page newsletter ad
 - 2 complimentary registrations to any two events

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Inaugural Hygge Retreat

Investment: \$4,950

Why it matters: Ideal for building deeper relationships with high-value buyers.

- Key Benefits:
 - Exclusive application-only retreat
 - Strict 1:1 buyer-to-supplier ratio
 - 2-night stay included
 - Hosted buyer registration
 - Curated networking
 - Registrant list + branding opportunity

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Education Day Welcome Evening

Investment: \$7,500

Why it matters: Premier networking event before Education Day.

- Key Benefits:
 - Up to 10 registrations
 - Exclusive pre-event social post
 - Registration website logo
 - Registrant list
 - Branding opportunity

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Education Day Sponsorship

Investment: Platinum \$6,500 | Gold \$4,000 | Silver \$2,000

Why it matters: Flexible investment with scalable visibility.

- Key Benefits:
 - Largest annual education event (~230 attendees in 2026)
 - Tiered branding, registrations and social media
 - Registrant list (Platinum & Gold)
 - Video opportunity (Platinum)

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Education Day Closing Reception

Investment: \$15,000

Why it matters: Highest-profile exclusive sponsorship.

- Key Benefits:
 - Exclusive sponsorship
 - 10 registrations
 - 3 social posts + newsletter ad
 - Registrant list
 - 3 branding opportunities

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Fall Sip & SITE

Investment: \$3,500

Why it matters: Cost-effective annual networking opportunity.

- Key Benefits:
 - 3 registrations
 - Newsletter ad
 - Registrant list
 - Recognition before and during event

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Holiday & CSR Event

Investment: \$5,500

Why it matters: Combines networking with philanthropy.

- Key Benefits:

- 5 registrations
- Social media + newsletter
- Registrant list
- Community impact alignment

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.

Additional Opportunities

Investment: Various

Why it matters: Excellent options for targeted brand exposure or smaller budgets.

- Key Benefits:
 - Jane Schuldt Leadership Scholarship (\$2,500)
 - Membership Sponsorship (\$490)
 - Gifting Partner
 - Raffle Donations
 - In-Kind & CSR Sponsors

Director Talking Points:

- Direct access to qualified incentive and meeting buyers.
- Strong ROI through high buyer-to-supplier ratios and attendee lists.
- Builds long-term visibility and relationships.