



2022 Sponsorship Overview

SITE Minnesota-Where business is done 1:1

Why Partner With SITE Minnesota?

Our chapter events average a 1:1 buyer/supplier ratio

Hosted successful virtual and in-person events in 2021 with high attendance

Strong local and out-of-state participation

Commitment to CSR with our local philanthropy partner

Social media coverage for every event

Presence on SITE Minnesota website

Opportunity for brief presentation at main events

Sponsors receive attendee list following event

One display and networking table at each event (per venue capability)

The logo for SITE Minnesota is contained within a white circle on a black background. The word "site" is written in a bold, lowercase, red sans-serif font, and the word "Minnesota" is written in a bold, lowercase, black sans-serif font to its right.

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Plan Your Year



Monday, February 7, 2022
Sip & SITE Event



Wednesday, July 27, 2022
Education Day



Tuesday, September 27, 2022
Fall Sip & SITE



Wednesday, December 7, 2022
Holiday & CSR Event



NEW Quarterly Member-Only, Hosted Events
Talk to us about dates



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Annual Strategic Partnership | \$6,000

- 12-month agreement
- Logo on website with your contact information
- Logo included in all pre- and post-event marketing for ALL events held throughout the year
- Recognition at ALL events held throughout the year
- Attendee list with email addresses from ALL events held throughout the year
- 2 complimentary registrations for any 2 meetings throughout the year
- Opportunity to have 2 minutes speaking time (or to show a video, if venue permits) at an event of your choice
- 2 Email campaigns to our Chapter Membership promoting your Brand
- 1 Display and Networking Table at each event (per venue capability)



Sip & SITE Event

Date: Monday, February 7,
2022

Location: TBD

Time: 5:00 – 8:00pm*

Total Sponsorship: \$6,000
(up to three sponsors at
\$2,000 each) + raffle prize
(hotel stay, travel, gift
certificate, etc.)

**Time subject to change*

Sponsorship includes:

- Complimentary registration for up to four people
- Recognition on SITE Minnesota website and all pre-event communications
- Official recognition at event
- Registrant information post-event
- One display and networking table at each event (per venue capability)



Education Day

Dates: Wednesday, July 27,
2022

Location: TBD

Time: 10:30am – 5:30pm*

Total Sponsorship: \$30,000
(up to six sponsors at \$5,000
each) + raffle prize (hotel
stay, travel, gift certificate,
etc.)

**Time subject to change*

Sponsorship includes:

- Complimentary registration for up to five people
- Recognition on SITE Minnesota website and all pre-event communications
- Official recognition at event + brief podium time during event
- Registrant information post-event
- One display and networking table at each event (per venue capability)



Fall Sip & SITE

Dates: Tuesday, September 27, 2022

Location: TBD

Time: 5:00-7:00pm*

Total Sponsorship: \$6,000 (up to three sponsors at \$2,000 each) + raffle prize (hotel stay, travel, gift certificate, etc.)

**Time subject to change*

Sponsorship includes:

- Complimentary registration for up to four people
- Recognition on SITE Minnesota website and all pre-event communications
- Official recognition at event + brief podium time during event
- Registrant information post-event
- One display and networking table at each event (per venue capability)



Holiday & CSR Event

Dates: Wednesday,
December 7, 2022

Location: TBD

Time: 5:00-8:00pm*

Total Sponsorship: \$20,000
(up to five sponsors at
\$4,000 each) + raffle prize
(hotel stay, travel, gift
certificate, etc.)

**Time subject to change*

Sponsorship includes:

- Complimentary registration for up to four people
- Recognition on SITE Minnesota website and all pre-event communications
- Official recognition at event + brief podium time during event
- Registrant information post-event
- One display and networking table at each event (per venue capability)



NEW Quarterly Member-Only, Hosted Events

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.

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!

Additional Sponsorship Opportunities



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Jane Schuldt Leadership Scholarship



Sponsor a Young Leader to attend the SITE Young Leader Conference in 2022 (in conjunction with IMEX): \$2,500 per person

- 12 months of recognition on our website
- Sponsor to have a short commercial during July Education Day
- Announce the scholarship winner at July Education Day



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Don't Have Sponsor Dollars? How about Donations?

Our raffle raises funds by allowing us to give back to our community!

We are looking for donations of:

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

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 as a Donor in our pre-event marketing and during the event with signage and mentions during the raffle drawing.



Giftg Partner

We are looking for giftg 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 all pre- and post-event marketing
- Logo on signage at the event
- 1 complimentary registration to attend the event
- Recognition from the stage and 2 minutes speaking time (or to show a video, if venue permits)
- List of attendees with email addresses following the event



Membership Sponsors

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: \$445

For information on sponsorship opportunities, please contact:

Shay Farmer, VP Sponsorship
BI WORLDWIDE
608-304-0790 (mobile)

Shay.farmer@biworldwide.com

Theresa Link, Sponsorship Committee
ITA Group
515-326-3113

tlink@itagroup.com

