



**site** Minnesota

2024  
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 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

Tuesday, January 23, 2024



Earth Day Activity

Saturday, April 20, 2024



Pre-Education Day  
Reception

Monday, July 22, 2024

Education Day

Tuesday, July 23, 2024



Fall  
Sip & SITE Event

Tuesday, October 22, 2024



Holiday & CSR  
Event

Wednesday, December 4, 2024





# 2024 Annual Strategic Partnership | \$10,000

- 12-month agreement (January 1-December 31, 2024)
- Logo on website with your contact information
- Logo included in all pre- and post-event marketing
- Recognition at all 2024 SITE Minnesota events
- Attendee list with email addresses from each 2024 SITE Minnesota event
- Two complimentary registrations for any two 2024 SITE Minnesota events
- Two-minutes of speaking time at one 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
- One display and networking table at each 2024 SITE Minnesota event attended, venue permitting

# 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
- One display and networking table, venue permitting



### Q1 Event

Date: Tuesday, January 23, 2024

Location: TBD | Time: 5:00 – 7:00pm\*

Sponsorship starting from: \$3,000

2023 Event Registrations: 46



### Fall Event

Date: Tuesday, October 22, 2024

Location: TBD | Time: 5:00 – 7:00pm\*

Sponsorship starting from: \$3,000

2022 Event Registrations: 59



*\*Times subject to change*



# Education Events | \$6,000 each

## Pre-Education Day Reception



Date: Monday, July 22, 2024

Location: TBD | Time: 5:30 – 7:30pm\*

Sponsorship starting from: \$6,000

## Education Day Reception



Date: Tuesday, July 23, 2024

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

Sponsorship starting from: \$6,000

2023 Event Registrations: 173

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

*\*Times subject to change*

### 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

# 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: Wednesday, December 4, 2024

Location: TBD | Time: 5:00 – 8:00pm\*

Sponsorship starting from: \$5,000

2022 Event Registrations: 98 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 2024 (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: \$445



# Get It Touch

For information on sponsorship opportunities contact:



**Shay Farmer** | VP Sponsorship

BI WORLDWIDE

608.304.0790 (mobile)

[shay.farmer@biworldwide.com](mailto:shay.farmer@biworldwide.com)

**Theresa Link** | Sponsorship Committee

ITA Group

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