



site Minnesota

2023
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/supplier ratio
- Strong local and out-of-state participation
- Commitment to CSR with our local philanthropy partner
- Visibility on SITE Minnesota website 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, Elevate IME (Formerly Docherty Incentives & Meetings), HelmsBriscoe, ITA Group, One10, and Prestige Global Meeting Source.



Plan Your Year

So many opportunities to get involved.



Annual General Meeting
(Virtual)

Tuesday, January 31, 2023



Spring
Sip & SITE Event

Tuesday, March 7, 2023



Pre-Education Day
Reception

Tuesday, July 25, 2023

Education Day

Wednesday, July 26, 2023



Fall
Sip & SITE Event

Tuesday, September 26, 2023



Holiday & CSR
Event

Tuesday, December 5, 2023



2023 Annual Strategic Partnership | \$7,500

- 12-month agreement (January 1-December 31, 2023)
- Logo on website with your contact information
- Logo included in all pre- and post-event marketing
- Recognition at all 2023 SITE Minnesota events
- Attendee list with email addresses from each 2023 SITE Minnesota event
- Two complimentary registrations for any two 2023 SITE Minnesota events
- Two-minutes of speaking time at one event of your choice, includes option to share a video, venue permitting
- Two email campaigns to the SITE Minnesota chapter membership promoting your brand
- One full-page add in one SITE Minnesota quarterly newsletter
- One display and networking table at each 2023 SITE Minnesota event attended, venue permitting

Sip & SITE | \$2,500 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 following the event
- One display and networking table, venue permitting



Spring Event

Date: Tuesday, March 7, 2023

Location: TBD | Time: 5:00 – 7:00pm*

Sponsorship starting from: \$2,500

2022 Event Registrations: 81 guests



Fall Event

Date: Tuesday, September 26, 2023

Location: TBD | Time: 5:00 – 7:00pm*

Sponsorship starting from: \$2,500

2022 Event Registrations: 59 guests



**Times subject to change*

Education Events | \$5,000 each

Pre-Education Day Reception



Date: Tuesday, July 25, 2023

Location: TBD | Time: 5:30 – 7:30pm*

Sponsorship starting from: \$5,000

Education Day Reception



Date: Wednesday, July 26, 2023

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

Sponsorship starting from: \$5,000

2022 Event Registrations: 108 guests

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 or one email to SITE Minnesota's distribution list
- One ¼ 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 following the event
- 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 or one email to SITE Minnesota's distribution list
- One ¼ 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 following the event
- One display and networking table, venue permitting

Date: Tuesday, December 5, 2023

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*

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.



Additional
**Sponsorship
Opportunities**



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 2023 (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

75% 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 following the event



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

Theresa Link | Sponsorship Committee

ITA Group

515.326.3113

tlink@itagroup.com

