

2027
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 third parties 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!



Hygge (hue gah)
Two-Night Retreat

Wednesday, February 24 –
Friday, February 26



Education Day Welcome Reception

Education Day

Education Day Closing Reception

July 20 and 21, 2027



Holiday & CSR
Event

December 2027



2027 Annual Strategic Partnership | $8,000

- 12-month agreement (January 1-December 31, 2027)
- Logo on website with your contact information
- Logo included in all 2027 pre- and post-event marketing
- Recognition at all 2027 SITE Minnesota events
- Attendee list with email addresses from each 2027 SITE Minnesota event
- Two complimentary registrations for any two 2027 SITE Minnesota events
- One full-page ad in one SITE Minnesota quarterly newsletter
- Three social media posts on SITE Minnesota’s accounts
- One full-page ad in one SITE Minnesota quarterly newsletter
- Column Branding at Education Day
- Wall Branding at Education Day
- Video during Education Day

Hygge Retreat | $4,950

Introducing the first-ever SITE Minnesota Hygge Retreat — an entirely new kind of event built for real connection. Hygge (hue-gah) is the Scandinavian art of warmth, coziness, and intentional togetherness, and there is no better place to live it than a Minnesota February lakeside. Think crackling firesides, outdoor bonfires under the stars, warm cocktails, and classic MN hotdishes — all at the upscale Landing Hotel in Wayzata. With a strict 1:1 supplier-to-buyer ratio and a curated, application-only guest list, this is not your average networking event. Every sponsor walks away with something far more valuable than a badge scan.

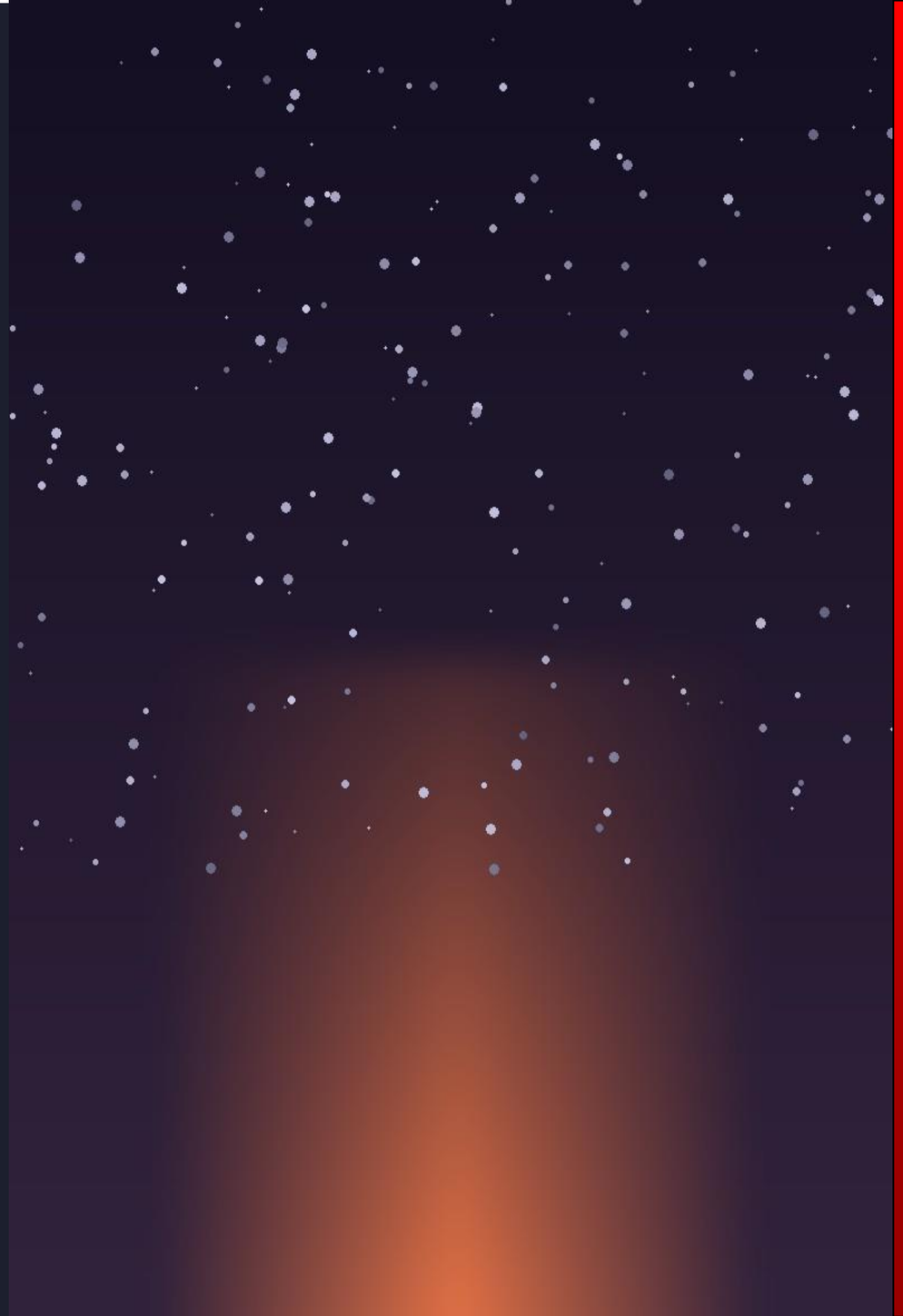
Date: February 24-26, 2027 ● Location: The Hotel Landing, Wayzata MN

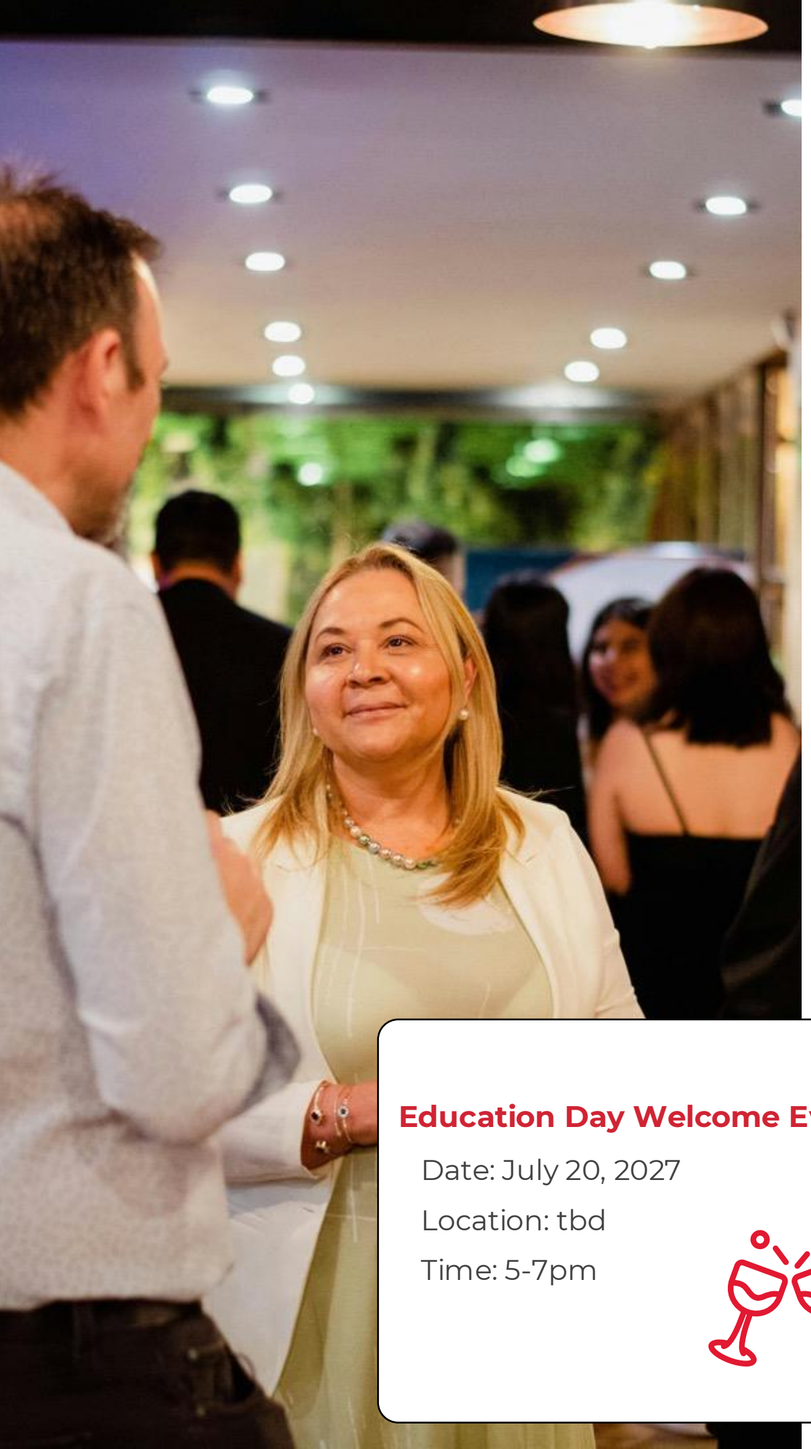
As a Hygge Retreat Partner, You will Receive:

- Sponsorship fee includes one hosted buyer registration
- Two-night accommodations at The Hotel Landing, Wayzata MN
- Curated 1:1 networking – guaranteed face time with buyers
- Fireside dinners, cozy cocktails and warm MN hospitality
- Attendee list with email addresses after the retreat
- Sponsorship subject to application and approval - limited spots available

As an In-Kind Partner, You will Receive:

- Minimum $4,950 service value
- Recognition on SITE Minnesota website and pre-event communications
- One social media post on SITE Minnesota's account





Education Day Welcome Evening

$4,000 each

SPONSORSHIP INCLUDES:

- Complimentary registration for up to ten people
- Recognition on SITE Minnesota website and pre-event communications
- Logo on registration website
- One social media post on SITE Minnesota’s account
- One exclusive pre-event social media post
- Exclusive use of TV monitors during Welcome Event for branding (logo or video)
- One branding moment to be determined
- Spoken recognition and thank you at event
- List of event registrants with email addresses

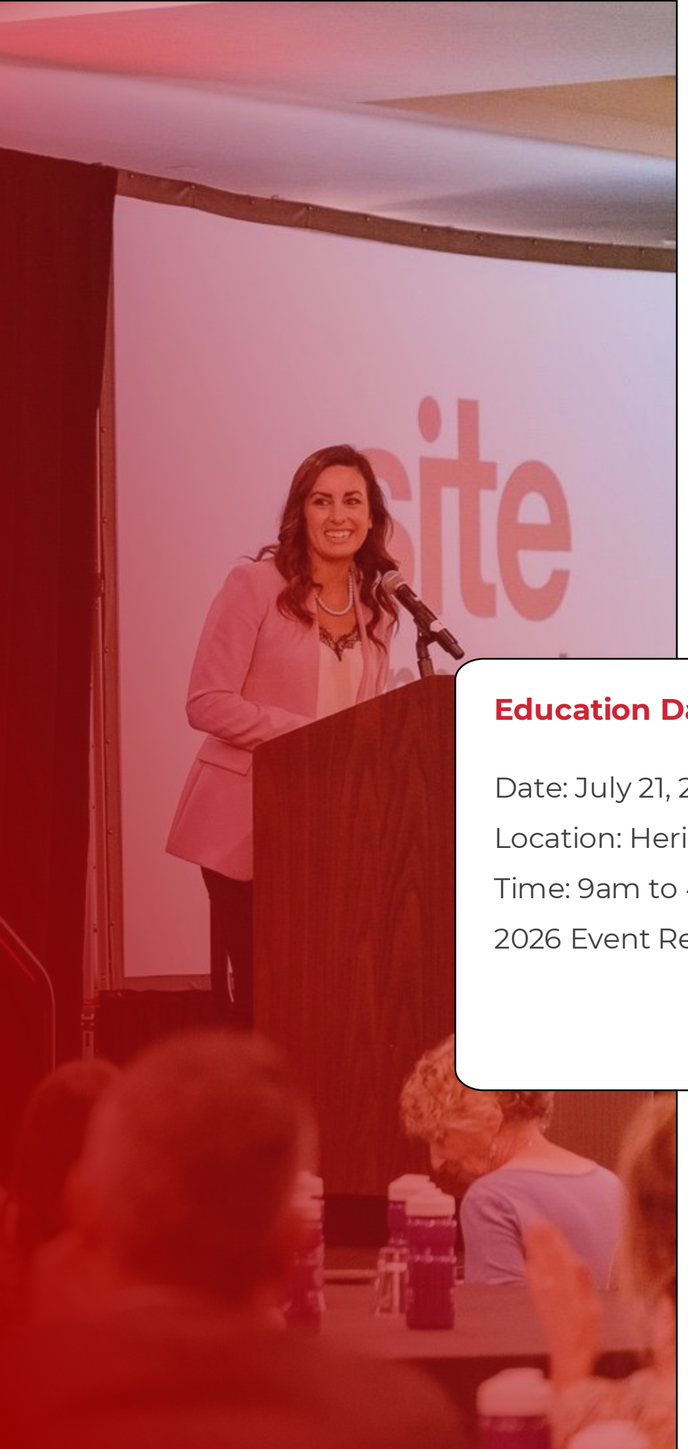
Education Day Welcome Evening

Date: July 20, 2027

Location: tbd

Time: 5-7pm

**Times subject to change*



Education Day Event

Education Day Event

Date: July 21, 2027

Location: Heritage Center

Time: 9am to 4pm

2026 Event Registrants: 230

	Platinum	Gold	Silver
Complimentary Registrations	Up to 8	Up to 4	Up to 2
Logo on registration website	X	X	X
Social Post	2	1	0
Recognition on SITE Minnesota website and pre-event communications	X	X	X
Verbal thank you recognition from stage at event	X		
Branding moments to be determined	3	2	1
Video during event	X		
Registration list	X	X	
Pricing	$6500	$4000	$2000
Number available per level (first come, first serve)	3	5	10

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

**Times subject to change*



Education Day Closing Reception

Exclusive | $15,000

Education Day Closing Reception

Date: July 21, 2027

Location: Heritage Center

Time: 4-6pm

SPONSORSHIP INCLUDES:

- Unlimited complimentary registrations
- Recognition on SITE Minnesota website and pre-event communications
- Logo on registration website
- Three social media post on SITE Minnesota
- Two exclusive social post – 1 pre / 1 post
- One ½ page ad in SITE Minnesota quarterly newsletter
- Three branding moments to be determined
- Spoken recognition and thank you at event
- List of event registrants with email addresses

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



Holiday & CSR Event
$5,500 each

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
- Spoken recognition and thank you at event
- List of event registrants with email addresses

Date: December 2027

Location: TBD | Time: 5 – 7 pm

2026 Event Registrants: 130

**Times subject to change*

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

Additional **Partnership 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 2027 (in conjunction with IMEX America): $2,500 per person

- 12 months of recognition on the SITE Minnesota website
- Scholarship winner announced at Education Day event
- Verbal thank you recognition at Education Day



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 verbal 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
- We will create a custom sponsorship package based on the value of 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:

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