



**MINNESOTA
GIFT PLANNING
ASSOCIATION**

2021

MGPA SPONSORSHIP KIT



WAYS TO SUPPORT MGPA AND SAVE

Membership —
All MGPA members receive member rates on events throughout the year.

Annual Sponsorship and Virtual Education —
An all-inclusive sponsorship package to gain year-round visibility of your company among MGPA members.

A La Carte Sponsorships —
Select the sponsorship options throughout the year that give you just the right mix of exposure.

WORKBOOK DIRECTIONS

Each page of this workbook includes a description of the sponsorship opportunity. Add your total purchases at the bottom of each page, then sum them up on the last page of the workbook.

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ANNUAL & VIRTUAL EDUCATION SPONSORSHIP



Annual and Virtual Education Sponsorship includes a package of benefits that get your company's name in front of the Minnesota gift planning community, and exposure on the MGPA website, in *The Source* newsletter, and at networking events throughout the year.

Annual and Virtual Education Sponsorship benefits begin upon full payment of sponsorship and will run for 12 months following the date of payment. All benefits must be used prior to the completion of the period for which they are purchased.

BENEFITS

Price:	PREMIER \$4,000	BENEFITTING \$3,000	SUPPORTING \$1,500	VIRTUAL EDUCATION \$500*
Breakfast and Education Program presence (Includes 2 additional complimentary registrations for each sponsored program)	4 Programs	3 Programs	1 Program	1 Virtual Program
Recognition in <i>The Source</i> e-newsletter or event email announcement	X	X	X	X
Recognition on the website or event page	Logo	Logo	Logo	X
Recognition in all MGPA Breakfast and Education Program promotions (*when applicable)	X	X	X	X*
Recognition in Conference Materials	X	X	X	—
Recognition at Member Networking Events	X	X	X	—
Recognition through Leave a Legacy MN Website	Logo	Company Name	Company Name	—
Opportunity to introduce one program speaker at a Breakfast and Education Program (*when applicable)	3	2	—	X*

*Virtual Education sponsors can choose individual sessions for \$500 or a series of 6 for \$2,500.

PARTNERSHIP LEVELS

PREMIER \$4,000	BENEFITTING \$3,000	SUPPORTING \$1,500	VIRTUAL EDUCATION \$500	NUMBER OF PROGRAMS _____
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A. Annual Partner Total \$ _____



THE SOURCE NEWSLETTER SPONSOR

The Source newsletter is MGPA's primary vehicle for communicating information and resources to gift planners, financial advisors, and non-profit leaders.

Email Footer Banner (600 pixels wide by 175 pixels tall)
Email Header Banner (600 pixels wide by 175 pixels tall)
Within Newsletter (500 pixels wide by 250 pixels tall)

The newsletter is produced four times per year, with the following opportunities for 2021.

NEWSLETTER SCHEDULE

Issue	Content Deadline
Winter	Dec. 16
Spring	March 16
Summer	June 15
Fall	Sep. 21

RATES

Size	(Color)
Header	\$ 125 each
Footer	\$ 125 each
Within Newsletter	\$ 100 each

2021 ISSUE(S):

Winter Issue	Summer Issue
Spring Issue	Fall Issue

Newsletter space is provided on a first-come, first-served basis. Only one placement option per issue. Payment must be received by the content deadline. All include a link to your company website.

Cost _____ X number of issues in which it will appear _____ = \$ _____

B. Newsletter Sponsorship Total \$ _____

A LA CARTE SPONSORSHIP



- | | | |
|-----------|---|-----------------------|
| C1 | <i>Recognition at Brisk Walk Through the Basics</i> | <i>\$1,500</i> |
| | Recognized as a sponsor in all Brisk Walk event announcements and invitations. Sponsor may provide promotional materials at events. If virtual event promotional material could be emailed in advance of event. | |
| C2 | <i>Recognition at Member Networking Events</i> | <i>\$1,000</i> |
| | Recognized as a sponsor in all event announcements and invitations. Sponsor may share promotional materials at events. If virtual event promotional material could be emailed in advance of event. | |
| C3 | <i>Recognition through Leave a Legacy MN Website</i> | <i>\$500</i> |
| | Logo recognition on Leave a Legacy MN website with a link to your company website. | |
| C4 | <i>MGPA homepage Website Display</i> | <i>\$500</i> |
| | Display on homepage with a link to your company website. | |

***All A La Carte Sponsorships run from the date your payment and will run for 12 months following the date of payment.

C. A La Carte Sponsorship Total \$_____



TOTALS & BILLING INFORMATION

A. *Annual & Virtual Edu. Sponsor Total* (page 3) \$ _____

B. *Newsletter Sponsorship Total* (page 4) + \$ _____

C. *A La Carte Sponsorship Total* (page 5) + \$ _____

Grand Total = \$ _____

Questions? Contact Amanda Sullivan at office@mnpgc.org or 952-564-3046

BILLING INFORMATION

Company _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Method of Payment: Check enclosed, payable to MGPA VISA MasterCard

Card Number _____

Exp. Date _____ 3-digit Security Code (req.): _____

Cardholder Name (print) _____

Cardholder Phone _____

Billing Address _____

Cardholder Signature _____

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the MGPA office will not accept emailed credit card information.

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Mail this form with payment or fax to:
Minnesota Gift Planning Association
5353 Wayzata Blvd., Suite 350
Minneapolis, MN 55416
Phone: (952) 252-3573 | Fax: (952) 252-8096

MATERIAL SPECIFICATIONS REQUIRED

To avoid a set-up charge, content must be submitted as follows:

- Macintosh formats are required.
- Supply a high resolution, print-quality PDF. If this is not available, a high resolution (300 dpi minimum) TIFF or JPEG will also be accepted.
- Microsoft Word files are not accepted, unless sponsor is supplying straight copy for our department to design, and are subject to a one time set-up fee of \$95 per hour, with a 1 hour minimum.
- Film is not accepted.
- Display submissions that need to be designed or reworked because of incorrect materials are subject to an hourly charge of \$95, with a 1 hour minimum.
- Please Zip all email files. Maximum e-mail size 20MB.
- In naming files, please include your organization name and date of publication, i.e. Smith Co. 07-05.pdf
- Materials storage will be provided for a 3-month period after use. After this period, materials will be discarded unless requested to return. Postage-paid packaging must be provided.

Proof Required:

We strongly recommend that all digital submissions be accompanied by a client-approved high-resolution proof for best results. Client-approved proofs in the form of laser-proof, inkjet proof or black & white laser proof are also accepted, but the client assumes all responsibility for the fidelity with these lower-quality proofs or for files submitted without proofs.

Unacceptable Materials:

- Images blown up from a lower resolution to 300 dpi.
- Printed images from books, newsletters etc.
- Photocopies
- Lo-res (below 300 dpi) images pulled off of the web.
- Word documents
- Corel Draw, Pagemaker, Publisher, Power Point, MS
- Excel or MS Paint files.

Web Display Specifications:

- Dimensions: 262(w) x 86(h) pixels
- JPEG or GIF format only
- No animated GIFs
- One placement only
- Displays will appear on the website within five business days after payment is received. Displays will be removed one year after their original placement date.