

# MPGC

# 2018

## MPGC SPONSORSHIP KIT



## WAYS TO SUPPORT MPGC AND SAVE

### Membership —

All MPGC members receive member rates on events throughout the year.

### Conference Sponsorship and Exhibits —

Secure your spot at MPGC's premier annual event. Sponsors receive complimentary registrations.

### Annual Sponsorship —

An all-inclusive sponsorship package to gain year-round visibility of your company among MPGC 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 SPONSORSHIP

Annual Sponsorship includes a package of benefits that get your company’s name included at several points of contact with the Minnesota Planned Giving community. This includes exposure on the MPGC website, in *The Source* newsletter, and at networking events throughout the year.

Annual 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
Breakfast and Education Program Exhibitor (Includes 2 additional complimentary registrations for each sponsored program)		4 Programs	3 Programs	1 Program
Recognition in <i>The Source</i> e-newsletter		X	X	X
Website Home page Recognition		Logo	Logo	Logo
Recognition in all MPGC Breakfast and Education Program promotions		X	X	X
Recognition in Conference Onsite Brochure		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		X	--	--

## PARTNERSHIP LEVELS

**PREMIER**  
● \$4,000

**BENEFITTING**  
○ \$3,000

**SUPPORTING**  
○ \$1,500

Annual Partner Total \$ \_\_\_\_\_



# CONFERENCE SPONSORSHIP OPPORTUNITIES

## MPGC 2018 Conference October 23-25, 2018

Metropolitan State University

In addition to the benefits listed for each sponsorship level below, all 2018 sponsors (except onsite brochure sponsorships) will receive the following benefits:

- Complimentary exhibit table with 2 representatives
- Logo recognition on conference promotion materials
- Logo recognition on conference web page
- Listing as a sponsor in the conference mobile app
- Sponsor ribbon recognition on conference nametags
- Invitation to private sponsor reception

### Platinum Sponsorships \$6,000

- Opportunity to introduce a plenary speaker
- One pre- and post-conference email blast sent out by MPGC on your behalf
- Logo displayed on signage outside breakout sessions
- Opportunity to place promotional information at the tables during all plenary sessions (sponsoring company is responsible for the placement of these items)
- Complimentary conference registration for 3 attendees

### Gold Sponsorships \$5,000

- Opportunity to introduce a plenary speaker
- Logo displayed on signage at that plenary session
- Logo displayed on signage outside breakout sessions
- Complimentary conference registration for 3 attendees

### Silver Sponsorships \$4,000

- Recognition as "host" of the Networking Reception
- Logo displayed on signage at the Networking Reception
- Logo displayed on signage outside breakout sessions
- Complimentary conference registration for 2 attendees

### Bronze Sponsorships \$2,500

- Opportunity to introduce a breakout session speaker
- Sign recognizing your company's sponsorship of the sponsored session
- Logo displayed on signage outside breakout sessions
- Complimentary conference registration for 1 attendee

### Mobile App Sponsorship \$3,000

- Exclusive sponsor of the conference mobile app (including logo recognition in pre-conference marketing)
- Banner ad in the conference mobile app linked directly to your website
- Complimentary conference registration for 1 attendee

### Student Scholarship Sponsorships \$2,000

- Company and student recognition at lunch
- Logo displayed on signage outside breakout sessions
- Complimentary conference registration for 1 attendee

### Charging Station Sponsorship \$1,500

- Exclusive sponsor of the exhibit hall charging station
- Logo displayed on signage next to the charging station

### Conference Material Sponsorship \$1,500

- Exclusive sponsor of the conference materials group page
- Sponsor may provide logoed notebooks and pens

### Onsite Brochure Sponsorships

Full Page: \$900  
5.5 x 8.5 in

Half Page: \$500  
5.5 x 4.25 in

## Important Notes

### LOGO SUBMISSION

Your company's logo will be used in conference promotional materials. Please provide your full-color, high resolution (300 dpi) logo in PDF, EPS, or JPG format to the MPGC office by July 23, 2018. Please email logo to [sarahe@mnpqc.com](mailto:sarahe@mnpqc.com).

### SPONSOR

Please email a brief description of your company's goods/services. Maximum of 150 words. Email to [sarahe@mnpqc.com](mailto:sarahe@mnpqc.com) by July 23, 2018.

## CONFERENCE EXHIBITOR OPPORTUNITIES

### Exhibit Space Specifications

Exhibit hall packages include:

- One 6-foot skirted table and two chairs
- Two company representatives
- Recognition in conference promotional materials
- Exhibitor recognition on nametags
- Invitation to private sponsor reception
- Listed as an exhibitor in the mobile app and on the conference web page

### Exhibit Set-Up

- Wednesday, October 24: 6:00 AM - 8:00 AM

### Exhibit Hours

- Wednesday, October 24: 8:00 AM - 6:00 PM
- Thursday, October 25: 7:30 AM - 4:30 PM

### Exhibit Teardown

- Thursday, October 25: 4:30 PM - 5:00 PM

### Assignment of Space

Space assignments will be made considering conference sponsorship and date registration and payment was received. After the initial space assignment, space will be assigned on a first-come, first-served basis. Payment in full is required to reserve exhibit space.

**Exhibit Cost: \$1,000 per table**

### Registration

The exhibit booth fee includes registration for two staff representatives. Representatives are invited to participate in all conference activities, including meals and social events. A form will be sent to your main exhibit contact to submit representative names in September.

### Exhibitor Kits

An exhibitor kit will be emailed to your designated company contact in advance of the conference. This will include shipping information, electricity, and other A/V needs. Electricity and all other table preparation must be ordered online in advance through Metropolitan State University.

### Cancellation Policy

All sponsor and exhibitor cancellations received by July 23, 2018 will receive a 50% refund. Cancellations after July 23, 2018 are nonrefundable. Notices of cancellation must be emailed to [sarahe@mnpqc.org](mailto:sarahe@mnpqc.org).

**Total payment MUST accompany form to guarantee sponsorship and begin receiving recognition.**

#### PLEASE INDICATE YOUR SPONSOR LEVEL:

Exhibitor table and 2 reps included (except for full page and half page in brochure)

- Platinum \$6,000
- Gold \$5,000
- Silver \$4,000
- Bronze \$2,500
- Mobile App \$3,000
- Scholarship \$2,000
- Charging Station \$1,500
- Conference Materials \$1,500
- Full Page in Brochure \$900
- Half Page in Brochure \$500

#### PLEASE INDICATE YOUR EXHIBITOR OPTIONS:

Exhibit Table \$1,000 x \_\_\_\_\_ TABLES = \_\_\_\_\_  
(If you are a sponsor, note that one table is provided)

**B. Conference Sponsorship and Exhibitor Total \$ \_\_\_\_\_**



# BREAKFAST AND EDUCATION SPONSOR

## Breakfast and Education Program Sponsor — \$500 per program

- One complimentary registration (additional registrations require separate, paid registration)
- Listed as a sponsor on table tents at each attendee table
- Verbal recognition from the podium by MPGC leader
- Listed as a sponsor on all event promo materials
- Listed as a sponsor on signage at the event
- Opportunity to exhibit at the event

\*Sponsor registration and payment must be submitted at least 2 weeks before the event date in order to be included in event materials. Note: Should the need arise, MPGC reserves the right to transfer a sponsorship to another program event.

## 2018 SEMINARS

January Program \$500

March Program \$500

May Program \$500

July Program \$500

**C.** Breakfast and Education Sponsor Total \$ \_\_\_\_\_

# THE SOURCE NEWSLETTER SPONSOR



The Source newsletter is MPGC'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 2018:

## NEWSLETTER SCHEDULE

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

## RATES

Size	(Color)
<input type="checkbox"/> Header	\$ 125 each
<input type="checkbox"/> Footer	\$ 125 each
<input type="checkbox"/> Within Newsletter	\$ 100 each

## 2018 ISSUE(S):

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.

- Spring Issue
- Fall Issue
- Summer Issue
- Winter Issue

- Cost \_\_\_\_\_ x number of issues in which it will appear \_\_\_\_\_ = \$ \_\_\_\_\_

**D.** Newsletter Sponsorship Total \$ \_\_\_\_\_

## A LA CARTE SPONSORSHIPS

### **E1.** *Recognition at Brisk Walk Through the Basics* **\$1,500**

Recognized as a sponsor in all Brisk Walk event announcements and invitations. Sponsor may provide promotional materials at events.

### **E2.** *Recognition at Member Networking Events* **\$1,000**

Recognized as a sponsor in all event announcements and invitations. Sponsor may provide promotional materials at events.

### **E3.** *Recognition through Leave a Legacy MN Website* **\$500**

Logo recognition on Leave a Legacy MN website with a link to your company website.

### **E4.** *MPGC Home page Website Display* **\$350**

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.*

**E.** *A La Carte Sponsorship Total \$* \_\_\_\_\_



# TOTALS & BILLING INFORMATION

**A. Annual Sponsor Total** (page 3) \$ \_\_\_\_\_

**B. Conference Sponsor and Exhibitor Total** (page 4-5) + \$ \_\_\_\_\_

**C. Breakfast & Education Program**

**Sponsor Total** (page 6) + \$ \_\_\_\_\_

**D. Newsletter Sponsorship Total** (page 6) + \$ \_\_\_\_\_

**E. A La Carte Sponsorship Total** (page 7) + \$ \_\_\_\_\_

**GRAND TOTAL** = \$ \_\_\_\_\_

**Questions? Contact Sarah Ewald at [sarahe@mnpgc.org](mailto:sarahe@mnpgc.org) or 651-379-7301**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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

Card Number \_\_\_\_\_

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

Cardholder Name (print) \_\_\_\_\_

Cardholder Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Cancellation Policy:** All conference sponsor and exhibitor cancellations received by July 23, 2018 will receive a 50% refund; cancellations after July 23, 2018 are nonrefundable. Annual Sponsor, Breakfast and Education Program Sponsor, newsletter sponsor and a la carte sponsorships are nonrefundable.

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the MPGC 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 Planned Giving Council  
 1000 Westgate Drive, Suite 252  
 St. Paul, MN 55114-1067  
 Phone: (651) 290-7474 | Fax: (651) 290-2266



# 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.