



**MINNESOTA  
GIFT PLANNING  
ASSOCIATION**

**2020**

# **MGPA SPONSORSHIP KIT**

Revised July 2020 to include Virtual  
Education and Virtual Conference.



## WAYS TO SUPPORT MGPA AND SAVE

### Membership —

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

### Conference Sponsorship and Exhibits —

Secure your spot at MGPA's premier annual event, which includes complimentary registration(s).

### 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<br>\$4,000 | BENEFITTING<br>\$3,000 | SUPPORTING<br>\$1,500 | VIRTUAL<br>EDUCATION<br>\$500* |
|---|---|--------------------|------------------------|-----------------------|--------------------------------|
|   | Breakfast and Education Program presence<br><i>(Includes 2 additional complimentary registrations for each sponsored program)</i> |                    | 4 Programs             | 3 Programs            | 1 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 <i>(*when applicable)</i>                |   | 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 <i>(*when applicable)</i> |   | 3                  | 2                      | —                     | X*                             |

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

## PARTNERSHIP LEVELS

|                           |                               |                              |                                       |                             |
|---------------------------|-------------------------------|------------------------------|---------------------------------------|-----------------------------|
| <b>PREMIER</b><br>\$4,000 | <b>BENEFITTING</b><br>\$3,000 | <b>SUPPORTING</b><br>\$1,500 | <b>VIRTUAL<br/>EDUCATION</b><br>\$500 | NUMBER OF PROGRAMS<br>_____ |
|---------------------------|-------------------------------|------------------------------|---------------------------------------|-----------------------------|

**A.** Annual Partner Total \$ \_\_\_\_\_



# VIRTUAL CONFERENCE SPONSORSHIP

## MGPA 2020 Conference

October 28–29, 2020

The MGPA Annual Conference has gone virtual in 2020! Sponsors and exhibitors will benefit from our traditional packages but will also enjoy additional exposure and attendee registrations through new benefits offered in 2020.

In addition to the benefits listed for each sponsorship level below, all 2020 conference sponsors will receive the following benefits:

- Complimentary virtual exhibit which includes the ability to connect with participants, see a list of people who visited your exhibit, share marketing materials, and upload your logo; depending on virtual platform selected for the conference this may be a meeting, chat room, or online chat; includes one complimentary attendee registration
- Logo recognition on conference promotional materials and conference web page
- Listing as a sponsor in the virtual conference platform and on the PDF Conference Program sent to registrants before the conference
- Status recognition may be accorded to conference registrants' platform profile if virtual platform allows (e.g. sponsor, exhibitor, speaker, first time attendee, board member, etc.)
- Invitation to private sponsor reception (format TBD)

### Platinum Sponsorships \$6,000

- Opportunity to introduce a plenary speaker with slide recognizing your company's sponsorship of the sponsored session at the beginning of the session
- Opportunity to show short video or speak to short "commercial" for your organization during introduction
- One pre- and post-conference email blast sent out by MGPA on your behalf
- Logo displayed under the plenary session description in the virtual conference platform
- Logo displayed as sponsor on materials for all plenary sessions
- Opportunity to submit content to MGPA for a follow-up email/promotional materials to all registrants after the conference
- Complimentary registration for three additional attendees
- Opportunity to host a 30-minute "special educational sponsor session" where sponsor can showcase organization's expertise and/or knowledge. Conference committee must approve the session topic based on its relevance for the registrants prior to the conference.
  - This will be a live webinar with chat options during the live scheduled session

### Gold Sponsorships \$5,000

- Opportunity to introduce a plenary speaker with slide recognizing your company's sponsorship of the sponsored session at the beginning of the session
- Opportunity to show short video or speak to short "commercial" for your organization during introduction
- Logo displayed under the plenary session description in the virtual conference platform
- Logo displayed as sponsor on materials for all plenary sessions
- Complimentary registration for three additional attendees
- Opportunity to host a 30-minute "special educational sponsor session" where sponsor can showcase organization's expertise and/or knowledge. Conference committee must approve the session topic based on its relevance for the registrants prior to the conference.
  - This will be a live webinar with chat options during the live scheduled session

# VIRTUAL CONFERENCE SPONSORSHIP

## Silver Sponsorships \$4,000

- Recognition as “host” of the virtual Networking Reception with logo displayed in Network Reception
- Opportunity to show short video or speak to short “commercial” for your organization at Networking Reception (depending on virtual platform selected)
- Logo displayed under the plenary session description in the virtual conference platform
- Complimentary registration for two additional attendees
- Opportunity to host a 30-minute “special educational sponsor session” where sponsor can showcase organization’s expertise and/or knowledge. Conference committee must approve the session topic based on its relevance for the registrants prior to the conference
  - This will be a live webinar with chat options during the live scheduled session

## Bronze Sponsorships \$2,500

- Opportunity to introduce a breakout session speaker with slide recognizing your company’s sponsorship of the sponsored session at the beginning of the session
- Opportunity to show short video or speak to short “commercial” for your organization during introduction
- Logo displayed under the breakout session description in the virtual conference platform
- Complimentary registration for one additional attendees

## Virtual Conference Platform Sponsorship \$3,000

- Sponsor of the conference virtual platform with logo recognition in conference marketing
- Banner ad on the virtual conference lobby linked directly to your website
- Complimentary registration for one additional attendees

## Student Scholarship Sponsorship \$2,000

- Company and student recognition before the first plenary on the first day by the plenary emcee with slide and short presentation by sponsor at time of recognition
- Logo displayed on conference website
- Complimentary registration for one additional attendees

## Conference Materials Sponsorship \$1,500

- Listed with logo as sponsor on the conference materials and logo on all materials

## Conference Program Sponsorships

- PDF Program emailed one week before conference
- Full Page: \$900 at 5.5 x 8.5 in
- Half Page: \$500 at 5.5 x 4.25 in

## Exhibitor \$1,000 per table

Virtual exhibit hall packages include:

- Complimentary virtual exhibit which includes the ability to connect with participants, see a list of people who visited your exhibit, share marketing materials, and upload your logo; depending on virtual platform selected for the conference this may be a meeting, chat room, or online chat
- Exhibitors will receive exhibit-only access for up to 3 guests to support their company’s exhibitor experience and connect with attendees.
- 1 complimentary attendee registration to conference sessions
- Recognition in conference promotional materials
- Status recognition may be accorded to exhibitors’ platform profiles if virtual platform allows
- Invitation to private sponsor reception (format TBD)
- Listed as an exhibitor in the virtual conference platform and on the conference web page



# VIRTUAL CONFERENCE SPONSORSHIP

## 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 MGPA office by October 1, 2020. Please email logo to [office@mnpqc.org](mailto:office@mnpqc.org).

### SPONSOR

Please email a brief description of your company's goods/services. Maximum of 150 words. Email to [office@mnpqc.org](mailto:office@mnpqc.org) by October 1, 2020.

**B. Virtual Conference Sponsorship 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 2020.

### 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 |

### 2020 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 \_\_\_\_\_ = \$ \_\_\_\_\_

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

## A LA CARTE SPONSORSHIP

- |           |   |                |
|-----------|---|----------------|
| <b>D1</b> | <b>Recognition at Brisk Walk Through the Basics</b>   | <b>\$1,500</b> |
|           | 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. |                |
| <b>D2</b> | <b>Recognition at Member Networking Events</b>  | <b>\$1,000</b> |
|           | 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.              |                |
| <b>D3</b> | <b>Recognition through Leave a Legacy MN Website</b>  | <b>\$500</b>   |
|           | Logo recognition on Leave a Legacy MN website with a link to your company website.  |                |
| <b>D4</b> | <b>MGPA homepage Website Display</b>  | <b>\$500</b>   |
|           | 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.*

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



# TOTALS & BILLING INFORMATION

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

**B.** Virtual Conference Sponsorship (page 4-6) + \$ \_\_\_\_\_

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

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

**Grand Total** = \$ \_\_\_\_\_

Questions? Contact Amanda Sullivan at [office@mnpqc.org](mailto:office@mnpqc.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 \_\_\_\_\_

Cancellation Policy: All conference sponsor and exhibitor cancellations will be issued a refund not to exceed 50% of their sponsorship fee if cancellation is received by October 1, 2020. After October 1, 2020 fees are non-refundable.

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.