

2024 MCN & MCF Joint Annual Conference



SPONSORSHIP & EXHIBIT GUIDE

October 10-11, 2024

Saint Paul RiverCentre, St. Paul, MN

MINNESOTA
COUNCIL OF
NONPROFITS



MINNESOTA COUNCIL
ON FOUNDATIONS

2024 MCN & MCF Joint Annual Conference

For the first time since 2012, the Minnesota Council of Nonprofits and Minnesota Council on Foundations are joining forces to host the largest gathering of nonprofit and philanthropic professionals in Minnesota! Taking place on October 10-11 in St. Paul, the **2024 MCN/MCF Joint Annual Conference** features two days of learning, relationship building, problem solving, and celebration.

Attendees of this information-packed conference represent all different types and sizes of nonprofits and foundations, as well as a diverse array of job responsibilities and interest areas, including leadership, governance, fundraising, financial management, grantmaking, communications, technology, equity and inclusion, public policy and advocacy, among others.

As a result of their generous support, sponsors and exhibitors place their brand and services in front of nonprofit professionals before, during, and after the conference through recognition in conference communications, promotional materials, the onsite program, during keynote sessions, and more.

Date: October 10-11, 2024

Location: Saint Paul RiverCentre, St. Paul, MN

Time: Thursday, October 10, noon - 5:30 p.m.
Friday, October 11, 7:30 a.m. - 4:30 p.m.

Admission:

Super Saver: \$169 for members only

Early Bird: \$189 for members only

Standard: \$249 members/\$299 nonmembers

Late/Onsite: \$289 members/\$339 nonmembers

Attendees: 1,300 nonprofit, public sector and foundation professionals and decision-makers

Sessions: Two large keynote addresses, more than 40+ breakout sessions, area nonprofit tours, and an awards luncheon



Conference Highlights

This conference will be jam-packed with networking opportunities, as well as inspirational moments and time for learning, reflection, the gathering of resources, and even fun. Don't miss any of these great opportunities.

- **Exhibitor Showcase:** Our exhibitor showcase will feature product and services experts who specialize in helping nonprofits and foundations advance their important work.
- **Exhibitor Word Jumble:** A fun game with prizes that will encourage attendees to visit with and learn from conference sponsors and exhibitors.
- **Two Conference Keynote Sessions:** Both days will feature an enlightening keynote address from sector experts, hosted in the Main Ballroom.
- **Minnesota Nonprofit Mission Awards:** We'll use the Main Ballroom to honor the recipients of the 2024 Nonprofit Mission Awards, adding to the festivities and action of Friday's networking lunch.
- **Organized Networking:** Get to know hundreds of nonprofit, philanthropic, and public sector leaders and staff across the state — meet with old colleagues and new friends. Find out what others are doing, how you can collaborate, learn from one another and share experiences.

Questions about sponsorship at the 2024 MCN/MCF Joint Annual Conference?

Contact: John Wurm at 651-757-3082 or
jwurm@minnesotanonprofits.org



2024 MCN & MCF Joint Annual Conference

Recognition in Marketing Materials	Catalyzer (\$20,000)	Sustainer (\$12,500)	Ally (\$10,000)	Partner (\$5,000)	Connector (\$3,500)
Listed in full conference brochure, to 3,000 recipients (July)	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Name)
Link to sponsor website in conference email messages	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Name)
Logo/link to sponsor website on all conference webpages	◆ (Large logo)	◆ (Large logo)			
Recognition on sponsor page of conference website	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Small logo)
Recognition through MCN/MCF social media channels	4	3	2	1	1
Recognition at Conference	Catalyzer	Sustainer	Ally	Partner	Connector
Sponsor of plenary session with welcome from podium	◆	◆			
Sponsor of conference reception or break	◆	◆	◆		
Recognized as a sponsor by a plenary emcee	◆	◆	◆	◆	◆
Opportunity to provide brief introduction to one breakout session of your choice (approximately 1 minute)*			◆	◆	
Recognition on large screens in ballroom	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Name)
Logo on conference signs	◆	◆			
Logo on front cover of conference program	◆	◆			
Recognition on back cover of conference program	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Small logo)
Exhibit and Advertising with Your Sponsorship	Catalyzer	Sustainer	Ally	Partner	Connector
Full premier conference exhibit package (\$1,400 value)	◆	◆	◆	◆	◆
Access to conference attendee mailing list (direct mail)***	◆	◆	◆	◆	◆
Display advertisement in conference program	Full Page	Full Page	1/2 page	1/4 Page	Bus. Card
Admissions to all conference events (additional registrations can be purchased at the Super Saver rate of \$169)	12	10	8	6	4

*Breakout session selection will be assigned on a first-come, first-serve basis

**Roundtable topics must be approved by conference hosts prior to approval to ensure ideal fit for conference attendees

***Attendee lists do not include phone numbers or email addresses, per MCN and MCF privacy policies

▶ A LA CARTE SPONSORSHIP OPPORTUNITIES

Conference Tote Bag Sponsor **\$5,000 (1 available)**

Attendee tote bags are a conference staple, allowing attendees a convenient way to gather exhibit giveaways, as well as keep their conference materials in one place. With this sponsorship, your logo will be featured in impressive fashion on the front of a cloth tote bag available to all attendees. [\$2,000 of sponsorship may go to cost of bags.]

Your sponsorship includes:

- Logo on conference attendee tote bags
- Logo and link on the conference website
- Recognition in the conference program guide
- Admission for four to all conference events

Conference Nametag Sponsor **\$3,500 (1 available)**

By having your logo listed on every attendee's nametag, your company remains front-and-center throughout the entire day.

Your sponsorship includes:

- Logo on all conference attendee nametags
- Logo and link on the conference website
- Recognition during the conference plenary session
- Recognition in the conference program guide
- Admission for four to all conference events

Wellness and Creativity Sponsor **\$2,500 (1 available)**

As the Wellness and Creativity sponsor you support an array of experiences designed to relax and center attendees in the midst of this busy and content-rich event. As the Wellness and Creativity sponsor, your company will be featured as the sole supporter of this much-beloved creative outlet.

Your sponsorship includes:

- Logo and link on the conference website
- One tweet from MCN highlighting your partnership
- Admissions for two to all conference events
- Recognition by emcee as a conference sponsor
- Recognition in the conference program guide

Media & WiFi Sponsor **In-kind trade (1 available)**

As the media and WiFi sponsor, you receive a Connector-level sponsorship (\$3,500 value) in exchange for in-kind, pre-conference advertising/outreach support through your established outlets.

Your sponsorship includes:

- Recognition in all pre-conference emails
- Logo and link on the conference website
- Recognized by the emcee during plenary session
- Recognition in the conference program guide
- Business-card display ad in conference guide
- Admission for four to all conference events

*Add a regular exhibit space to any a la carte sponsorship for \$450





MINNESOTA COUNCIL ON FOUNDATIONS

2024 MCN & MCF Joint Annual Conference Sponsor/Exhibit Registration Form

Organization Information

(Contact person's name - for logistical information)

(Contact person's phone)

(Contact person's email)

(Business name - as it should appear in print)

(Organization's street address)

(City, State, Zip)

(Website - as it should appear and link to)

Conference Sponsorship

- Catalyzer Sponsorship (\$20,000)
- Sustainer Sponsorship (\$12,500)
- Ally Sponsorship (\$10,000)
- Partner Sponsorship (\$5,000)
- Connector Sponsorship (\$3,500)
- A La Carte Level Sponsorship (Describe) _____ (\$)_____

Will you be taking advantage of your sponsor exhibit booth? (Notify MCN by August 25, 2023) Yes No

Return Your Reservation Form to MCN by August 30, 2024

Fax completed registration and payment to 651-642-1517

Mail completed registration and payment to: Minnesota Council of Nonprofits, 2314 University Ave. W., Ste. 20, St. Paul, MN 55114

Email completed registration to registrar@minnesotanonprofits.org

Payment Information

Check Enclosed Please Bill My Credit Card* ACH Total amount to be charged _____

(Card Number)

(Exp. Date)

(CVV Code)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)

**Per MCN's credit card processing policy, a 3 percent charge will be added to any credit card charges over \$2,000 in total.*



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