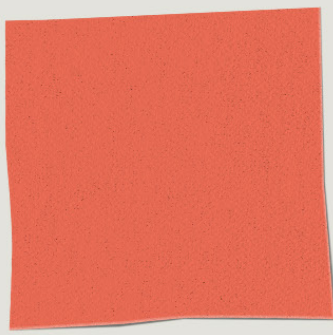
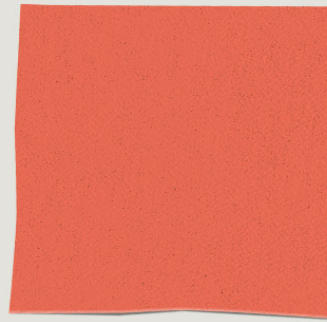
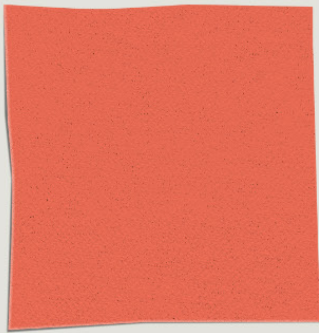
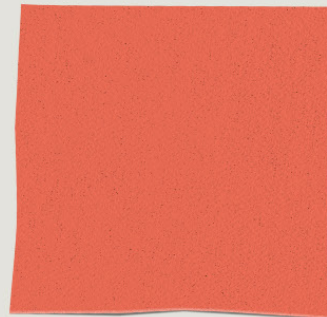
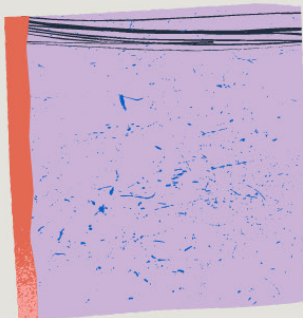
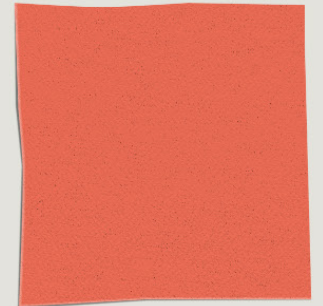


July 24, 2024

Brooklyn Center, MN



Sponsorship and Exhibit Guide



2024 Nonprofit Fundraising Conference

Be a part of Minnesota's largest nonprofit fundraising event of 2024!

The Minnesota Council of Nonprofits is bringing its 2024 Nonprofit Fundraising Conference back in-person! Hosted July 24 in Brooklyn Center, this one-of-a-kind conference will host hundreds of nonprofit development professionals in one place for learning, resource sharing, relationship building, and celebration.

Attendees of the Fundraising Conference represent all different types and sizes of nonprofits, each with an interest and role in their organization's fundraising. Event sponsors like you will be able to reach participants before, during, and after the conference through recognition in key promotional materials, placement on the conference website, in the onsite program, and during keynote sessions.

As a sponsor and resource exhibitor, your organization will have a chance to meet with hundreds of nonprofit leaders looking for solutions to their organization's fundraising challenges.

Date: Wednesday, July 24, 2024

Time: 8 a.m. - 4:30 p.m.

Location: The Heritage Center
Brooklyn Center, MN

Admission:

Early Bird: \$185 for members only

Standard: \$215 members/\$285 nonmembers

Late/Onsite: \$245 members/\$325 nonmembers

Attendees:

450 nonprofit fundraising and development professionals, leaders, and decision-makers from across Minnesota and the surrounding region

Sessions:

One keynote address, 20+ breakout sessions, luncheon panel, and networking opportunities



Conference Highlights

This wildly popular conference will be packed with networking opportunities, inspirational moments, and time for learning, reflection, resource gathering, and celebration. Don't miss any of these prime opportunities to connect with development decision-makers from across the state and region!

- **Exhibitor Showcase:** Our exhibit hall will feature product and service vendors and consultants who specialize in working with nonprofits of all sizes.
- **Exhibitor Game:** A fun game with door prizes will encourage participants to visit as many exhibitors as possible.
- **Conference Keynote Session:** The conference will feature an enlightening keynote address from a sector expert, hosted in the Main Ballroom.
- **Networking:** Get to know hundreds of nonprofit 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 Nonprofit Fundraising Conference?

Contact: John Wurm, MCN Organizational Development and Engagement Director at 651-757-3082 or jwurm@minnesotanonprofits.org



Fundraising Conference Sponsor Levels and Benefits

	Sustainer \$12,500	Ally \$10,000	Partner \$5,000	Connector \$3,500
Recognition in all pre-conference emails and on sponsor webpage	Large logo	Medium logo	Small logo	Small logo
Complimentary conference registrations	10	8	6	4
Full conference exhibit booth package (premier location)	✓	✓	✓	✓
One-time access to the conference attendee direct mail list	✓	✓	✓	✓
Logo on sponsor slide prior to each keynote and breakout session	✓	✓	✓	✓
Recognized as a sponsor by plenary emcee	✓	✓	✓	✓
Recognition prior to plenary session	✓	✓	✓	✓
Display advertisement in print conference guide	Full-page	Half-page	Quarter-page	Business card
Tweets from MCN highlighting your conference support	3	2	1	1
Recognition on promotional brochure	Large logo	Medium logo	Small logo	Name
Brief podium address prior to conference plenary session	✓	✓		
Brief welcome for one breakout session of your choosing (upon request)	✓	✓		
Logo on all conference webpages	✓	✓		
Credited as sponsor of conference gamification	✓	✓		
Exclusive sponsor of coffee and snack breaks OR networking opportunities	✓			
Logo on all conference signage	✓			
Logo on front cover of conference program	✓			

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. [\$2,500 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 conference guide and on plenary screens
- 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 conference guide and on plenary screens
- 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 Plenary Emcee as a conference sponsor
- Recognition in conference guide and on plenary screens

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

As the media and WiFi sponsor, you receive a Connector-level sponsorship (\$3,250 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 conference guide and on plenary screens
- 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 \$300



Fundraising Conference Exhibiting

Exhibit Opportunities

More than 450 participants are expected to attend the year's largest gathering of nonprofit fundraisers in Minnesota. As an exhibitor, you will have an opportunity to meet face-to-face with decision-making staff, trustees and volunteers playing key fundraising roles within their nonprofit organizations.

Exhibit Showcase Options

There are limited exhibit spaces in each category. Exhibits assignments are on a first-come, first-served basis.*

Exhibitor Showcase Booth (MCN member): \$750

Exhibitor Showcase Booth (nonmember): \$900

Exhibit fees do not include A/V needs, including electrical Internet access. Forms for ordering these items will be provided.

All exhibitors and sponsors will automatically be included in the MCN-administered exhibit game (more details to come). Exhibitors may also offer their own in-booth giveaways/contests.

**Due to the limited number of exhibit spaces, preference will be given to sponsors, followed by exhibit-only requests on a first-come, first-served basis. Requests not fulfilled due to capacity issues will be notified as soon as possible.*

Exhibit Details

Exhibit Showcase Hours

Wednesday, July 24, 8:30 a.m. - 4:30 p.m.

Exhibit/Advertising Registration Deadline:

Monday, July 1, 2024

Set-Up

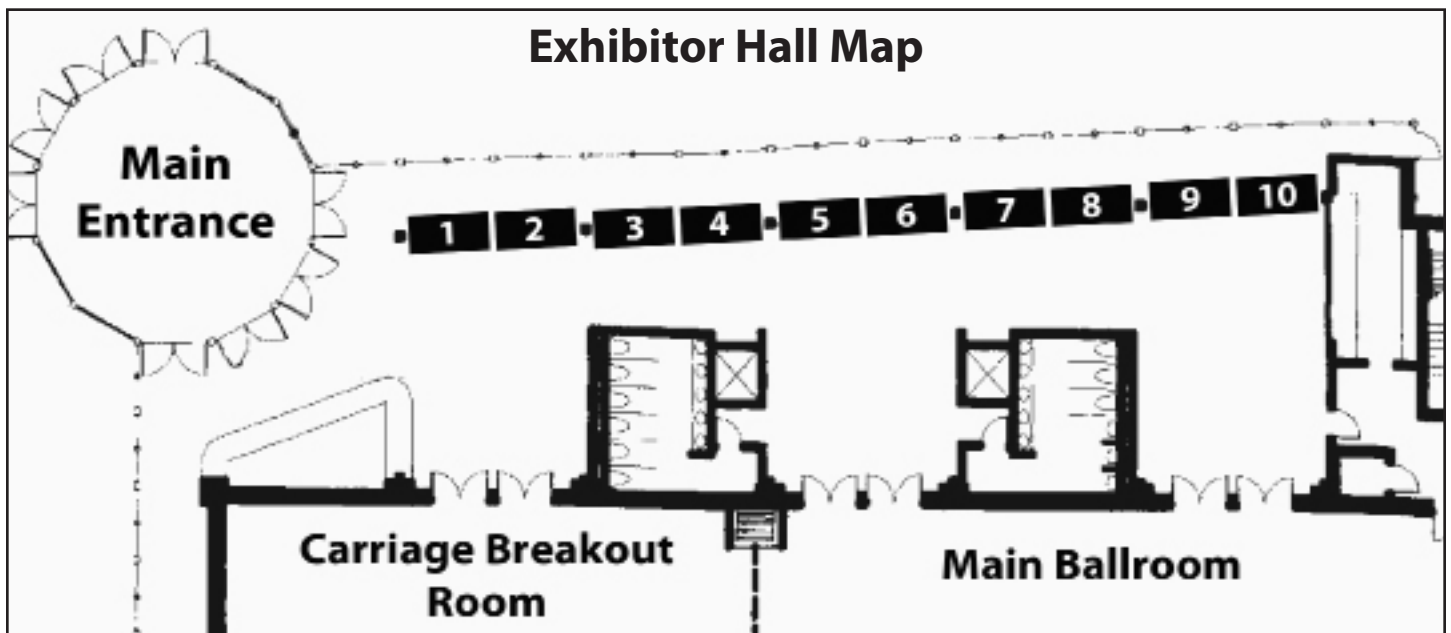
Wednesday, July 24, 7 - 8 a.m.

Tear Down

Wednesday, July 28, 4:30 p.m.

Exhibitor Package Includes:

- 6-foot draped and skirted table and two chairs
- Listing with web address in event program
- Listing and link on the event website
- Wireless web access for your exhibit table
- Free admission to the entire conference for up to two people (additional staff can register at a special rate of \$109 at any point).

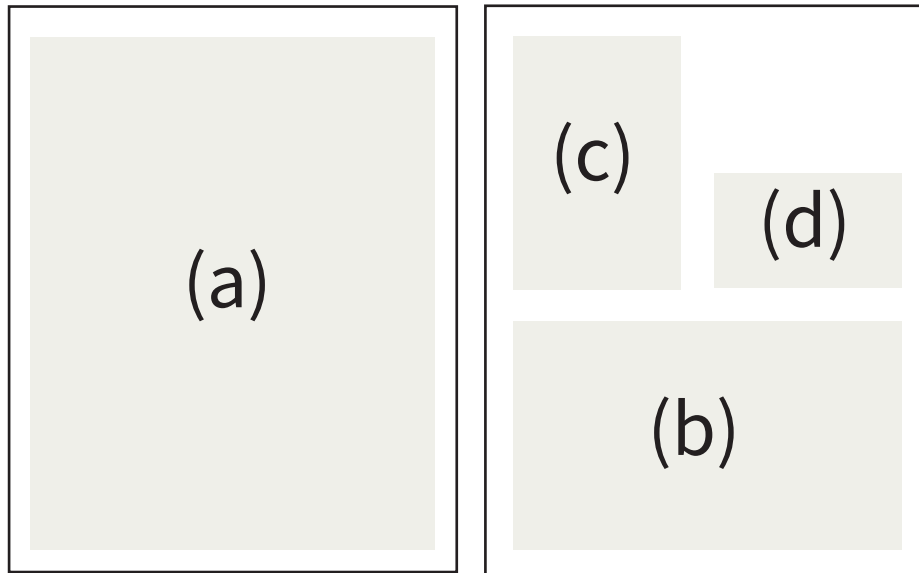


Fundraising Conference Advertising Opportunities

Additional Advertising Opportunities

Program Advertising

Size	Width	Height	Rate	Exhibitor Rate
(a) Full Page	7 1/2"	10"	\$700	\$500
(b) 1/2 Page	7 1/2"	4 2/3"	\$550	\$400
(c) 1/4 Page	3 1/2"	4 2/3"	\$400	\$300
(d) Business Card	3 1/2"	2"	\$300	\$225



Ad Insertion Deadline: July 1, 2024

Ad File Deadline: July 10, 2024

Attendee Direct Mail List:

Continue reaching conference participants after the conference by receiving a participant direct mail list. The list includes the name, organization, and postal mailing address of each participant.

Participant Mailing Lists are available to conference exhibitors only: \$250

Please Note: Email addresses are not provided, as MCN's privacy contracts do not allow for the distribution of member email addresses.

Questions about exhibiting or advertising at the 2024 Nonprofit Fundraising Conference?

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

2024 Fundraising Conference Sponsor/Exhibitor 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

◇ Sustainer Sponsorship (\$12,500)

◇ Ally Sponsorship (\$10,000)

◇ Partner Sponsorship (\$5,000)

◇ Connector Sponsorship (\$3,500)

◇ A La Carte Sponsorship (Describe) _____ ◇ Add a regular exhibit booth (\$300)

Conference Exhibit (for non-sponsors)

◇ Exhibit Booth - MCN Member (\$750)

◇ Exhibit Booth - Nonmember (\$900)

(Exhibitor Attendee 1 - name and email)

(Exhibitor Attendee 2 - name and email)

Conference Advertising

◇ Program Ad (Size _____ / Rate _____)

◇ Attendee Direct Mail List (Exhibitors Only - \$250)

Return Your Reservation Form to MCN by July 1, 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*

Total Charge: _____

(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 three-percent charge will be added to any credit card charges over \$2,000 in total.*



2314 University Ave West, Suite 20, St. Paul, MN 55114
Tel: 651-642-1907 | 800-298-1904 | Fax: 651-642-1517
info@minnesotanonprofits.org | www.minnesotanonprofits.org