

MINNESOTA COUNCIL OF NONPROFITS

2025 EVENT SPONSORSHIP GUIDE



Photo courtesy of Weston M (Unsplash)

Event and Outreach Sponsorship Packages

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Build your presence. Expand your reach. Make a difference for nonprofits.

At the Minnesota Council of Nonprofits (MCN), we believe that the nonprofit sector is strongest when each organization is well-run and well-supported. To transform this belief into reality, we offer a wide range of educational conferences and workshops that help thousands of nonprofit professionals, board members, volunteers, and allies strengthen their skills, expand their capacity, and establish valuable connections with others.

From conferences and major workshops focusing on topics including fundraising, finance, and leadership to our annual conference, MCN strives to create workshop and conference experiences that are as timely and content rich as they are affordable and accessible for each and every attendee.

While MCN is dedicated to provide the most innovative and timely nonprofit learning opportunities in the nation, **without the vital support of our partners and sponsors, much of this work would simply not be possible!**

The following pages include information about the important impact event sponsors have on nonprofit professionals, their organizations, and the sector as a whole. Additionally, you'll find details related to MCN sponsorship packages currently available, including package cost vs. value, event details, and associated benefits of each package piece for your organization.

If your organization is interested in engaging as a sponsor in 2025, but you do not see an offering that meets your needs and goals, MCN would love to work with you to customize a sponsorship package that provides maximum exposure for your budget. It is our goal to work with you to make your sponsorship experience as valuable as possible.

I hope to be able to work in partnership with you in 2025!



John Wurm

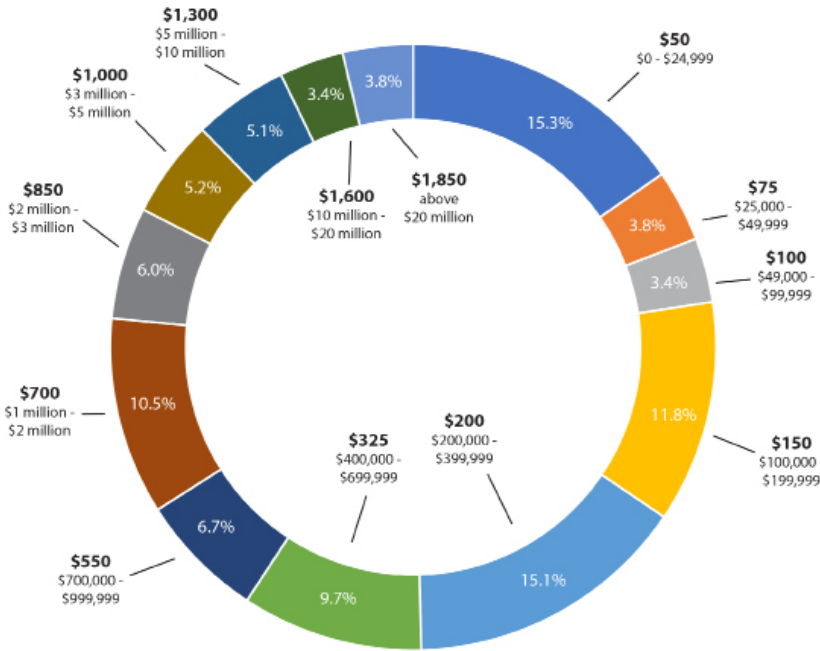
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Inform | Promote | Connect | Strengthen

Tap into your best opportunity to connect with nonprofit decision-makers and thought leaders!

Members of the Minnesota Council of Nonprofits (MCN), represent a diverse cross-section of nonprofits across the state and surrounding region. Through sponsorship of in-person and virtual MCN events, you gain access to key decision-makers from organizations of every size, activity area, and geographic representation.



MCN Members by Dues Level

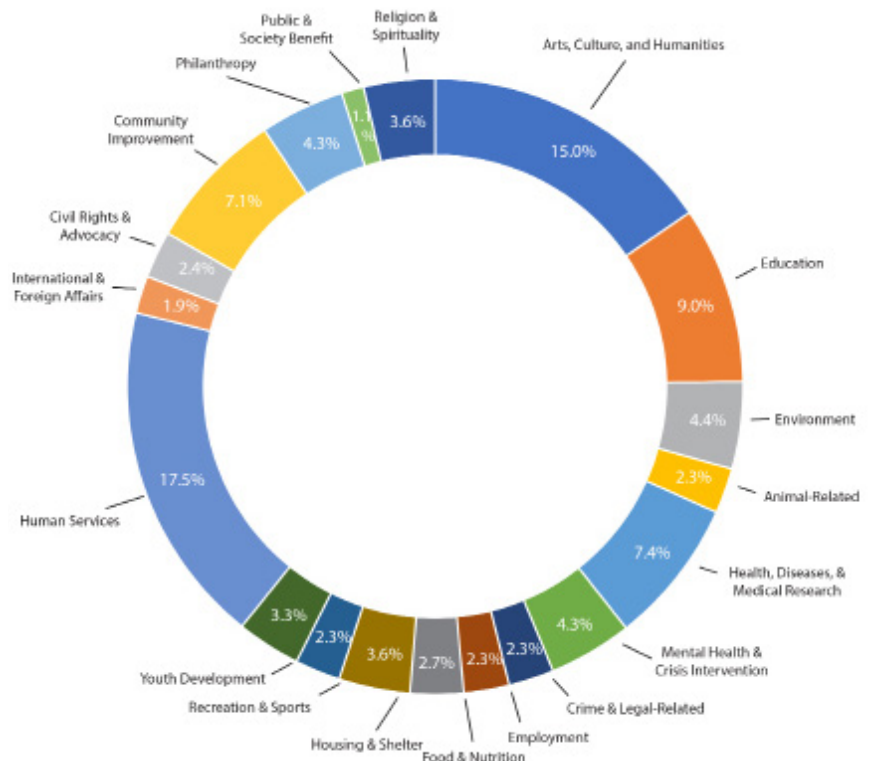
Minnesota is home to more than 30,000 501(c) nonprofits, of which approximately 9,500 have at least one paid employee.

MCN members represent organizations across the landscape of organizational budget sizes. As a result, thousands of nonprofit professionals — from all-volunteer organizations with minimal budgets, large organizations with budgets of over \$20 million, and organizations at every level in between — attend MCN events and conferences each year.

MCN Members by Activity Area

Nonprofits interacting with MCN are as diverse in their service offerings as the nonprofit sector itself, making Minnesota's nonprofit community one of the most robust in the nation.

From arts, education, and health to food stability, human services, housing, and the environment, the work being done by MCN members touches nearly every community need in our state. Through your support of MCN events, you provide many of these organizations (and those who make them go) with the tools and networks that allow them to expand their reach and grow the impact of their work.



How does sponsorship impact nonprofits and the people who make them go?

Conference and event sponsorship makes professional development an affordable reality for thousands of nonprofit professionals each year!

By accessing event sponsorship opportunities, companies, nonprofits, and foundations actively support sector-wide skill building and gain exposure for their own important work. Additionally, sponsor support helps ensure that MCN's events remain affordable and accessible to the widest possible audience across Minnesota and the surrounding regions. In fact, as a result of sponsor support, MCN's conference and event registration rates remain some of the lowest in the nation.

Average Registration Rate Ranges for Select In- and Out-Industry Conferences*

Other nonprofit state associations: \$200 - \$700

Academic conferences: \$300 - \$800

Professional Associations: \$700 - \$2,500

**Based on independent research and not meant to be wholly comprehensive*

Average registrant cost for MCN conferences in 2024

\$121.47

The sponsor impact on Pay What You Can (PWYC) rates

Since 2021, sponsors have played a key role in MCN's ability to offer Pay What You Can (PWYC) rates and team registration specials that provide access to individuals for whom registration cost might make professional development prohibitive, as well as support our ability to offer free informational and networking convenings throughout the year.

15.7%

Percent of MCN conference registrants who took advantage of PWYC rates at MCN conferences in 2024

\$85,178

Total money saved by nonprofit professionals who accessed PWYC rates at MCN conferences in 2024

\$217.50

Average per-event savings by nonprofit professionals who accessed PWYC rates at MCN conferences in 2024

At its core, sponsorship of MCN events helps passionate nonprofit professionals build the skills and gain the resources necessary to advance their missions and build stronger communities. It is a way for private, public, and philanthropic sector allies to foster strong relationships, share their expertise, and expand the impact of the good work being done by nonprofits throughout Minnesota. **It's truly a win-win for all!**

2025 Multi-Conference Sponsorship Packages

While MCN continues to offer single conference sponsorship opportunities (see page 8-9 for details), we have created new multi-event packages that provide exposure to nonprofit professionals at MCN's biggest events throughout the year, while also expanding reach through other established MCN digital properties.

Sustainer Sponsorship Package

- Connector-level sponsorship for **two** MCN conferences of your choice (\$26,000 total value):
 - Nonprofit Finance & Sustainability Conference
 - Nonprofit Leadership Conference
 - Nonprofit Fundraising Conference
 - MCN Annual Conference
- Three months of run-of-site ads on MCN Nonprofit Job Board, averaging 220K views per month (\$5,250 value)*
- Two months of Events Calendar sponsorship (banner ad placement) on MCN website (\$1,200 value)**
- Listed as sponsor, with logo placement, of annual MCN research reports (*Minnesota Nonprofit Economy Report*, *Nonprofit Current Conditions Report*, et al.)
- Five free registrations to any MCN workshops in 2025, which can be used by anyone at your organization (value of up to \$845)***

Sponsorship Package Cost: \$26,000
Sponsorship Package Value: \$31,995
(value add/savings of \$5,995)

Ally Sponsorship Package

- Ally-level sponsorship for **two** MCN conferences of your choice (\$20,000 total value):
 - Nonprofit Finance & Sustainability Conference
 - Nonprofit Leadership Conference
 - Nonprofit Fundraising Conference
 - MCN Annual Conference
- Two months of run-of-site ads on MCN Nonprofit Job Board, averaging 220K views per month (\$5,000 value)*
- One month of Events Calendar sponsorship (banner ad placement) on MCN website (\$600 value)**
- Listed as sponsor, with logo placement, of annual MCN research reports (*Minnesota Nonprofit Economy Report*, *Nonprofit Current Conditions Report*, et al.)
- Four free registrations to any MCN workshops in 2025, which can be used by anyone at your organization (value of up to \$675)***

Sponsorship Package Cost: \$20,000
Sponsorship Package Value: \$25,175
(value add/savings of \$5,175)

Partner Sponsorship Package

- Connector-level sponsorship for **two** MCN conferences of your choice (\$10,000 total value):
 - Nonprofit Finance & Sustainability Conference
 - Nonprofit Leadership Conference
 - Nonprofit Fundraising Conference
 - MCN Annual Conference
 - A Workshop Series of your choice
- One month of run-of-site ads on MCN Nonprofit Job Board (\$2,500 value)*
- Three free registrations to any MCN workshops in 2025 (value of up to \$500)***

Sponsorship Package Cost: \$11,000
Sponsorship Package Value: \$13,000
(value add/savings of \$2,000)

Connector Sponsorship Package

- Connector-level sponsorship for **two** MCN conferences of your choice (\$7,000 total value):
 - Nonprofit Finance & Sustainability Conference
 - Nonprofit Leadership Conference
 - Nonprofit Fundraising Conference
 - MCN/MCF Joint Annual Conference
- One month of Events Calendar sponsorship (banner ad placement) on MCN website (\$600 value)**
- 1/3 page display ad in Nonprofit News, MCN's quarterly print and digital newsletter (\$1,200 value)

Sponsorship Package Cost: \$7,500
Sponsorship Package Value: \$8,800
(value add/savings of \$1,300)

*Job board sponsorship monthly run-of-site advertising reservations will be slotted on a first-come, first-served basis.

**Event calendar sponsorship/ad placement reservations will be slotted on a first-come, first-served basis.

***Complimentary event registrations are non-transferable outside of sponsoring entity and must be used in 2024

What nonprofit professionals say about MCN events

“I was so excited to be a part of a large-scale movement [at MCN conferences] where belonging is named and valued!”

“Every breakout session I attended [at the MCN Annual Conference] was beneficial. I left with new information and inspiration.”

“It was nice to get into the weeds a little to talk about real-world issues and possible solutions. I actually learned things! I can’t always say that after a conference.”

“We appreciate the Pay What You Can pricing option. This made it so we could attend without extra stress and without the extra work of having to prove our hardship.”

“It can be easy to feel like I’m beating my head against a wall in my smaller community, and it was validating having so many others tell me the work I’m doing matters...Each breakout I attended provided valuable information I will take with me into my work.”

2025 MCN Conferences

Nonprofit Finance & Sustainability Conference

Co-hosted with Propel Nonprofits, the **Nonprofit Finance & Sustainability Conference** brings together over 400 nonprofit finance, HR, operations, and executive leaders to chart a successful and sustainable financial future for their organizations and the nonprofit sector at large. This two-day virtual conference features 20+ information-rich breakouts, a keynote address, wellness and trivia sessions.

Date: February 25 & 27, 2025

Location: Virtual Conference

Expected attendance: 450

Attendee make-up: Finance (all experience levels), operations, executive leadership, accounting, human resources, board members, consultants

Minnesota Nonprofit Fundraising Conference

Following up on a sold-out return in 2024, the **Minnesota Nonprofit Fundraising Conference** packs 20+ timely and trend-centric fundraising workshops, networking, and keynote discussions together in one day to help nonprofits build a strong and effective development program for 2025 and beyond. Previous conference attendance has averaged approximately 450 attendees, making this conference MCN's second-highest attended event annually.

Date: July 23, 2025

Location: Heritage Center, Brooklyn Center, MN

Expected attendance: 500

Attendee make-up: Executive leadership, fundraising and development staff, board members, communications/marketing, grantwriters and fundraising consultants

Minnesota Nonprofit Leadership Conference

Sold out for the first time ever in 2024, the **Minnesota Nonprofit Leadership Conference** is a day-long event bringing together nonprofit leaders of all levels for two dozen information-rich workshops, an insightful keynote, and peer networking. With more than 425 nonprofit leaders in attendance, this gathering is the sector's premier leadership development opportunity of the year.

Date: May 29, 2025

Location: McNamara Alumni Center, Minneapolis

Expected attendance: 425

Attendee make-up: Executive leadership, managers, board members, and new leaders

2025 MCN Annual Conference

The largest celebration of Minnesota's robust nonprofit and philanthropic sectors in 2025, the **MCN Annual Conference** will bring together over 900 nonprofit and philanthropy professionals, board members, and volunteers from across the state and region for two days of timely educational sessions, inspirational keynote addresses, sector award presentations, facilitated networking, and opportunities to access the resources and build relationships.

Date: October 9-10, 2025

Location: Saint Paul RiverCentre, St. Paul, MN

Expected attendance: 950

Attendee make-up: Executive leadership, finance, fundraising, board members, volunteers, grantmaking leaders, operations, human resources, communications/marketing, public policy, technology programming, consultants, and more

Single Conference Sponsor Levels and Benefits

	Sustainer \$13,000	Ally \$10,000	Partner \$5,500	Connector \$3,750
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	✓			

*Exhibit booths for the Nonprofit Finance & Sustainability Conference are hosted virtually

Workshops and Series Sponsorships

Grants Clinic Series

\$5,000 (1 available)

Event Date: 6+ events throughout 2025

This sponsorship provides an opportunity to highlight your company at all Beginning Grantseeking, Beginning Grantwriting, and Intermediate Grantwriting workshops in 2025. These popular workshops averaged approximately 40 registrants per event in 2024, with attendees ranging from first-time grantwriters and “accidental grantwriters” to more seasoned fundraising professionals.

Practical Leadership Series

\$5,000 (1 available)

Event Dates: 4+ events throughout 2025

These are some of MCN’s most popular (and highly attended) workshops each year. Featuring Practical Leadership 1.0 (Employee Engagement) and Practical Leadership 2.0 (Team Engagement), each workshop is offered three times per year, for a total of six opportunities to put your services in front of nonprofit leaders committed to developing stronger teams.

Equity and Anti-Bias Series

\$5,000 (1 available)

Event Dates: 6+ events throughout 2025

Through your sponsorship of these insightful, inspiring, and action-oriented workshops, you’re supporting nonprofit professionals dedicated to building more equitable, accessible, and inclusive workplaces and communities. Workshop offerings (each offered multiple times in 2025) include Collective Healing: Breaking the Cycle of White Supremacy, Cultural Differences: Leading Through Anti-Bias Practices, and White Saviorism: Knowing Your Role in Anti-Racism, Equity, and Inclusion.

Public Policy & Advocacy Series

\$5,000 (1 available)

Event Dates: 6+ events throughout 2025

By sponsoring MCN’s public policy and advocacy workshops and convenings, you are supporting nonprofits and their ability to advocate for their organizations and the sector on the issues most important to their missions and communities. Events include Working with Media in Advocacy, Nonprofit Advocacy, Understanding the State Budget and How it Can Further Racial Equity, and other sessions to be announced.

Your series sponsorship benefits include:

- Logo and link on each event webpage
- Logo and link in all event promotional emails
- Recognition during each event introduction
- Recognition in related social media promotions
- Admission for two to each event
- Event attendee lists from each workshop*
- Brochure or handout at registration table**

**Direct mail list only, no email or phone information (per MCN’s privacy policy) **Assuming events are hosted in-person.*

Sponsor Registration

Sponsor 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)

Multi-Conference Sponsorship Packages

◇ Sustainer Package (\$26,000)

◇ Ally Package (\$20,000)

◇ Partner Package (\$11,000)

◇ Connector Package (\$7,500)

Single Conference Sponsorship (indicate level)

◇ Finance & Sustainability Conference _____

◇ Leadership Conference _____

◇ Fundraising Conference _____

◇ MCN Annual Conference _____

◇ Workshop Series Sponsorship (please list type and price): _____

Payment Information

◇ Check enclosed ◇ Please bill my credit card* ◇ ACH Total amount to be charged _____

Card Number

Exp. Date (required)

CVV code (required)

(Name - as it appears on card)

(Organization Name - if corporate card)

Business Address (if different than above)

Cardholder Signature



Return your reservation form to:

Mail: Minnesota Council of Nonprofits, Attn: Accountant, 2314 University Ave. W, Ste 20, St. Paul, MN 55114

Email: registrar@minnesotanonprofits.org

FAX: 651-642-1517

**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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