



ASSOCIATIONS NORTHSM

SPONSORSHIP OPPORTUNITIES

2017

THE ASSOCIATIONS NORTH SPONSORSHIP ADVANTAGE

Associations North sponsorships are designed to give your organization continuous coverage throughout the year. Each sponsorship level provides enhanced benefits and an opportunity to put your company's name in front of decision makers in the association community. Fully customize your year long sponsorship package or choose ala-carte items. Designed with your unique needs and goals in mind, Associations North sponsorship is the advantage you need.

INCREASED VISIBILITY

- Gain exposure and take advantage of premium visibility to associations in the Midwest
- Position your organization as a strategic partner for the future

EASIER BUDGETING

- Set your annual budget and customize your sponsorship level for the entire year
- Hassle free payment options

ADDITIONAL BENEFITS

- Customize your marketing needs and make your dollars go further
- Receive priority for sponsoring events, selection and placement
- Enjoy exclusive opportunities only available to participating sponsors
- Double your sponsorship dollars with Associations North benefits

LET'S GET STARTED!

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PLATINUM SPONSORSHIP

PLATINUM SPONSORSHIP VALUED AT \$20,917+

- Pay \$8,500 and receive platinum sponsor benefits **plus \$2,000 in *ala-carte items**
- Spend \$10,000 in *ala-carte items to receive platinum sponsor benefits

**See pages 7-9 for a full list of ala-carte items*

EVENT BENEFITS

VALUE

• Logo recognition as Platinum Sponsor at Associations North four signature events	\$5,000
• Title Sponsor at Golf Classic	\$4,000
• Event registration concierge service	\$1,000
• Platinum Sponsor ribbon for all staff attending events	Visibility
• Booth at Annual Meeting & Expo (premium location) + 2 exhibitors + 2 association guests	\$875
• Four complimentary registrations to Holiday Celebration and two golfers	\$395
• Customized Associations North Member List (2x)	\$198
• Bag Insert at Annual Meeting & Expo	\$150
• Logo on Annual Meeting & Expo Conference App	\$99

ADDITIONAL RECOGNITION

• Logo recognition on Associations North NEW homepage with link	\$2,000
• Logo on year-long banner placed at all Associations North education and events	\$2,000
• Year-long logo recognition in Focus North Newsletter as Platinum Sponsor	\$2,000
• Half page featured sponsor in Focus North Newsletter	\$1,500
• Monthly Twitter call-outs / thank you's	\$1,200
• Associations North conference room refreshments	\$500
• VIP Reception with Associations North Board of Directors	Priceless!

GOLD SPONSORSHIP

GOLD SPONSORSHIP VALUED AT \$15,173+

- Pay \$5,500 and receive gold sponsor benefits **plus \$1,500 in *ala-carte items**
- Spend \$8,000 in *ala-carte items to receive gold sponsor benefits

**See pages 7-9 for a full list of ala-carte items*

EVENT BENEFITS

VALUE

• Logo recognition as Gold Sponsor at Associations North four signature events	\$4,000
• Event registration concierge service	\$1,000
• Gold Sponsor ribbon for all staff attending events	Visibility
• Booth at Annual Meeting & Expo (premium location) + 1 association guest	\$750
• Four complimentary registrations to Holiday Celebration and two golfers	\$276
• Customized Associations North Member List (2x)	\$198
• Bag Insert at Annual Meeting & Expo	\$150
• Logo on Annual Meeting & Expo Conference App	\$99

ADDITIONAL RECOGNITION

• Logo recognition on Associations North NEW homepage with link	\$2,000
• Logo on year-long banner placed at all Associations North education and events	\$2,000
• Year-long logo recognition in Focus North Newsletter as Gold Sponsor	\$2,000
• Half page featured sponsor in Focus North Newsletter	\$1,500
• Quarterly Twitter call-outs / thank you's	\$1,200
• Associations North conference room refreshments	\$500
• VIP Reception with Associations North Board of Directors	Priceless!

THANK YOU 2016 GOLD SPONSORS:



SILVER SPONSORSHIP

SILVER SPONSORSHIP VALUED AT \$11,397+

- Pay \$4,000 and receive silver sponsor benefits
- Spend \$6,000 in *ala-carte items to receive silver sponsor benefits

**See pages 7-9 for a full list of ala-carte items*

EVENT BENEFITS

VALUE

• Logo recognition as Silver Sponsor at Associations North four signature events	\$4,000
• Silver Sponsor ribbon for all staff attending events	Visibility
• Booth at Annual Meeting & Expo (premium location) + 1 association guest	\$750
• Customized Associations North Member List (2x)	\$198
• Bag Insert at Annual Meeting & Expo	\$150
• Logo on Annual Meeting & Expo Conference App	\$99

ADDITIONAL RECOGNITION

• Logo recognition on Associations North NEW homepage with link	\$2,000
• Logo on year-long banner placed at all Associations North education and events	\$2,000
• Year-long logo recognition in Focus North Newsletter as Silver Sponsor	\$2,000
• VIP Reception with Associations North Board of Directors	Priceless!
• Two call-out / thank you Tweets	\$200

THANK YOU 2016 SILVER SPONSORS:



BRONZE SPONSORSHIP

BRONZE SPONSORSHIP VALUED AT \$4,047+

- Pay \$2,500 and receive bronze sponsor benefits
- Spend \$4,000 in **ala-carte items* to receive bronze sponsor benefits

**See pages 7-9 for a full list of ala-carte items*

EVENT BENEFITS

VALUE

• Name recognition as Bronze Sponsor at Associations North four signature events	\$1,500
• Bronze Sponsor ribbon for all staff attending events	Visibility
• Bag Insert at Annual Meeting & Expo	\$150
• Logo on Annual Meeting & Expo Conference App	\$99
• Customized Associations North Member List	\$98

ADDITIONAL RECOGNITION

• Name on year-long banner placed at all Associations North education and events	\$1,000
• Year-long name recognition in Focus North Newsletter as Bronze Sponsor	\$1,000
• VIP Reception with Associations North Board of Directors	Priceless!
• Name recognition on Association's North partner/sponsorship page	\$200

THANK YOU 2016 BRONZE SPONSORS:

Global Experience Specialists
Roseville Visitors Association
Shooting Star Casino
Visit Duluth
Visit Saint Paul

ALA-CARTE OPPORTUNITIES

Please Note: There may be changes to the ala-carte options at any time.
* = Includes sponsor recognition from stage, podium time will be limited

STRATEGIES TO IMPROVE MEMBER RECRUITMENT & RETENTION

January 25, 2017 | Courtyard by Marriott Minneapolis Downtown | Estimated Attendance: 50

- Program Sponsor - \$1,000*

LEGAL & FINANCIAL HOT TOPICS

February 23, 2017 | Location TBD | Estimated Attendance: 50-75

- Program Sponsor - \$1,000*

MARKETING & SALES SYMPOSIUM

March 23, 2017 | Location TBD | Estimated Attendance: 100

- Luncheon - \$1,000*
- Breakfast - \$750
- Morning Keynote - \$500
- Afternoon Keynote - \$500
- Grand Prize - \$250
- Name Badges - \$250
- Notepads - \$250

60th ANNUAL MEETING & EXPO

May 17, 2017 | US Bank Stadium | Estimated Attendance: 425+

- Opening Keynote - \$4,000*
- Luncheon - \$3,000*
- Breakfast - \$2,500*
- Closing Keynote - \$2,500*
- Mix and Mingle Reception - \$2,000
- Early Riser Mimosas - \$2,000
- Coffee Bar - \$2,000
- VIP Lounge - \$2,000
- Morning Smoothie Station - \$1,500
- Afternoon Soda Station - \$1,500
- Conference App - \$1,500
- Dessert Sweet Station - \$1,000
- Name Badges - \$1,000
- iWatch/Cash Grand Prize Giveaway - \$750
- Photographer - \$750
- Exhibitor Booth - \$625 (includes one exhibitor)
- Bags - \$500
- Centerpieces - \$500
- Notepads - \$500
- Other - let's be creative! - \$500

ALA-CARTE OPPORTUNITIES

Please Note: There may be changes to the ala-carte options at any time.

* = Includes sponsor recognition from stage, podium time will be limited

31st ANNUAL GOLF CLASSIC

June 2017 | TBD | Estimated Attendance: 150

- Luncheon - \$2,000*
- Beverage Tickets - \$2,000*
- Breakfast - \$1,500
- Big Screen - \$1,000
- Golf Balls - \$1,000
- Golfer Giveaway - \$750
- Super Ticket Raffle - \$750
- Snack Sponsor - \$500
- Towel Sponsor - \$500
- Mega Putt Sponsor - \$450
- Golf Carts - \$450
- Hole Sponsor (includes one staffer + cart) - \$500
- Putting Green - \$450
- Video and Candid Photos - \$450
- Bag - \$450
- GPS - \$450

HEADSHOTS DAY

AUGUST 4, 2017 | Location TBD | Estimated Attendance: 36

- Headshots Day Sponsor - \$1,000

CEO SEMINAR

September 12, 2017 | Location TBD | Estimated Attendance: 50

- Program Sponsor - \$1,000*

LEADERSHIP CONFERENCE

October 8-10, 2017 | Duluth, MN | Estimated Attendance: 150

- Travel Coffee Mugs - \$2,500*
- Monday Luncheon - \$2,500*
- Sunday Night Dinner - \$2,000*
- Monday Night Dinner - \$2,000*
- Opening Keynote - \$1,750*
- Monday Breakfast - \$1,750*
- Monday Night Reception - \$1,500
- Monday Night Entertainment - \$1,500
- Sunday Night Reception - \$1,250 **SOLD**
- Closing Keynote - \$1,000*
- Conference Folders - \$1,000
- Tuesday Breakfast - \$1,000
- Sunday Night Entertainment - \$1,000
- Name Badges and Schedules - \$1,000
- Tuesday General Session - \$750*
- S'mores Bar (Sunday Night Dessert) - \$650
- Yogurt Parfait Bar (Monday AM Break) - \$650
- Fall Orchard Bar (Monday PM Break) - \$650
- Photographer - \$500
- DIY Granola Mix (Tuesday AM Break) - \$500
- Grand Prize Sponsor - \$500
- Wellness Activity - \$500
- Notepads - \$500
- Photo Contest - \$500

ALA-CARTE OPPORTUNITIES

Please Note: There may be changes to the ala-carte options at any time.

* = Includes sponsor recognition from stage, podium time will be limited

MEETING PLANNERS SYMPOSIUM

November 15, 2017 | Location TBD | Estimated Attendance: 100+

- Luncheon - \$2,500*
- Morning Keynote - \$1,750*
- Afternoon Keynote - \$1,500*
- Breakfast - \$1,500
- Chalk Wall - \$1,000
- Learning Theater- \$1,000
- Decor - \$1,000
- Lounge - \$1,000
- Signage - \$1,000
- Grand Prize - \$750
- Morning Break - \$650
- Afternoon Break - \$650
- Session Track (3) - \$500
- Photographer - \$500
- Name Badges - \$500
- Learning Journal - \$500
- Registration - \$500
- Sponsor a Planner - \$159

HOLIDAY CELEBRATION & SILENT AUCTION

December 8, 2017 | Location TBD | Estimated Attendance: 225+

- Luncheon - \$2,000*
- Beverage Tickets - \$2,000*
- Silent Auction Bidding Devices - \$1,500
- Wall of Wine - \$1,000
- Entertainment - \$1,000
- Punch Board / Spoon Grab - \$1,000
- Centerpieces - \$500
- Name Badges - \$500
- Silent Auction Item Bags - \$500
- Heads or Tails Game - \$500
- Photographer - \$500

ADDITIONAL OPPORTUNITIES

- Diversity & Inclusion Partner - \$5,000
- Diversity & Inclusion Sponsor - \$2,500
- Board of Directors Retreat Dinner - \$2,000
- Pens - \$2,000 (provide, co-brand qty 1,500)
- Lanyards - \$2,000 (provide, co-brand qty 1,500)
- Charging Station - \$2,000
- Diversity & Inclusion Supporter - \$1,000
- Salary & Benefit Survey - \$1,000
- Board of Directors Meeting (4) - \$500
- Networking Groups (per meeting) - \$250

TERMS AND CONDITIONS

Sponsorship Agreement:

Sponsorship program opportunities are based on availability and cannot be processed without a signed sponsorship form and first payment (one fourth of the total) paid in full. Form and payment must be received no later than December 31, 2016 in order to guarantee benefits outlined. All recognition of sponsorship is solely the responsibility of Associations North – no additional signage or display by the sponsoring company is permitted unless approved by Associations North in advance. Associations North recognition of sponsors in no way constitutes Associations North endorsement of the sponsor's products, services or facilities. Each sponsorship is limited to one organization.

Term of Agreement. The term of this Agreement shall commence on January 1, 2017 and shall continue for a period of one year thereafter ("Term").

Termination Due to Change of Circumstances; Associations North shall have the right to terminate its obligations under this Agreement, upon notice to the Sponsor, in the event the Sponsor is, or any of its officers or directors are, the subject of, or involved in bankruptcy, court action or some other type of scandal, event or occurrence which results in adverse publicity within the industry or general public which, in the reasonable and good faith opinion of Associations North, could disparage or impair the reputation and integrity of Associations North if the Sponsorship was not terminated.

No Refund. If Associations North terminates its obligations under this Agreement pursuant to the preceding paragraph of this Agreement, the Sponsor remains obligated to make payments in full to Associations North under this Agreement, and Associations North is under no obligation to return any payments already made by the Sponsor to Associations North pursuant to this Agreement.

Payment Information

First payment, or one fourth of the total amount, is due with application. The remaining amount due can be paid according to the schedule below. Payments are due by date listed. Invoices are to be paid within 30 days. Checks should be made payable to Associations North. Associations North accepts Visa, MasterCard, AMEX and Discover. No refunds will be issued after receipt of signed contract. Sponsor is responsible for full payment.

Options (Platinum, Gold, Silver, Bronze, and Promotional Sponsors)

- Annually - Payment due: 12-31-2016
- Bi-Annually - Payments due: 12-31-2016 and 6-15-2017

Options (A la- Carte Sponsors)

- Annually - Payment due: 12-31-2016
- Bi-Annually - Payments due: 12-31-2016 and 6-15-2017
- By Event - Payment due by event, Associations North to invoice

Please note: First right of refusal is honored for all 2016 sponsors for secured items if contract is received on or before January 5, 2017. On January 6, 2017 all sponsorship opportunities are made on a first-come, first-served basis based on the date of receipt of contract and payment.

2017 SPONSORSHIP AGREEMENT

Name _____

Organization _____

Address _____

Phone _____ Email _____

We hereby agree to become a 2017 Associations North sponsor. We agree to abide by the terms and conditions outlined and will not promote, market or otherwise solicit any programs or services that compete with Associations North member programs and services.

Signature _____ Date _____

SPONSORSHIP OPTIONS

	PAY	-OR-	QUALIFY VIA ALA-CARTE ITEMS	ALA-CARTE ITEMS	
Platinum Sponsor	<input type="checkbox"/> \$8,500		<input type="checkbox"/> \$10,000+	_____	\$ _____
Gold Sponsor	<input type="checkbox"/> \$5,500		<input type="checkbox"/> \$8,000+	_____	\$ _____
Silver Sponsor	<input type="checkbox"/> \$4,000		<input type="checkbox"/> \$6,000+	_____	\$ _____
Bronze Sponsor	<input type="checkbox"/> \$2,500		<input type="checkbox"/> \$4,000+	_____	\$ _____
				_____	\$ _____
				_____	\$ _____
				_____	\$ _____
				_____	\$ _____
				_____	\$ _____
				_____	\$ _____

NOTE: Additional staff will be charged accordingly for the Annual Meeting & Expo (\$125/ea. max 2) and Golf Classic (\$50/ea. max 2).

These fees are in addition to your sponsorship package and will be invoiced per event.

PAYMENT PLAN

I'd Like to Pay:

- Annually (12/31/16)
- Bi-Annually (12/31/16 & 6/15/17)
- By Event (Ala-Carte Options Only)

At My Payment Dates:

- Invoice Me
- Charge my Visa / MasterCard / AMEX / Discover (please circle one)

Card # _____

Expiration Date _____ / _____ Security Code (3-4 digits) _____

Name on Card _____

Billing Address _____

Amount Paying Today: \$ _____

Total Sponsorship Amount: \$ _____

RETURN FORM & PAYMENT TO:
Associations North, 1970 Oakcrest Avenue, Suite 100, Roseville, MN 55113 | sarah@associationsnorth.com