

MPGC

2017

MPGC MARKETING KIT



WAYS TO SAVE

Membership —

All MPGC members receive member rates on advertising and events throughout the year.

Annual Sponsorship —

An all-inclusive marketing package that earns your company member rates on advertising and event registrations.

A la Carte Advertising and Sponsorship Opportunities —

Select the advertising and 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 marketing opportunity and the amount of investment required to take advantage of it for 2017. Add your total purchases at the bottom of each page, then sum them up on the last page of the workbook.

CONTENTS

Annual Sponsorship	3
Program Events Sponsorship	4
Newsletter Advertising	4
Website Advertising	5
Payment Form	6
Material Specifications Required	7



ANNUAL SPONSORSHIP

Annual Sponsorship includes a package of benefits that get your company’s name included at every point of contact with the Minnesota Planned Giving Community. This includes exposure on the MPGC website, in *The Source* newsletter, and at every education and networking event throughout the year.

Annual Sponsorship gives you an integrated approach to building awareness about your company in the gift planning community. Annual Sponsorships run January through December each year and all benefits must be used prior to the completion of the year for which they are purchased.

BENEFITS	Price:	PREMIER	BENEFITTING	SUPPORTING
		\$4,000 SAVE \$1,850	\$3,000 SAVE \$1,300	\$1,500 SAVE \$950
Breakfast Program Exhibitor Credit		5 programs (\$2,500)	3 programs (\$1,500)	1 Program (\$500)
Recognition in <i>The Source</i> e-newsletter		\$500	\$400	\$400
Website Homepage Recognition		\$500	\$350	\$350
Recognition at Member Networking events		Primary (\$500)	Secondary (\$400)	Tertiary (\$300)
Recognition through Leave A Legacy MN website		Logo (\$350)	Listing (\$150)	Listing (\$150)
Recognition in all MPGC event promotions		Yes (\$750)	Yes (\$750)	Yes (\$750)
Logo on all MPGC website pages		Yes (\$750)	Yes (\$750)	--
Opportunity to introduce a program speaker		1 (\$200)	--	--

PARTNERSHIP LEVELS

PREMIER
 \$4,000

BENEFITTING
 \$3,000

SUPPORTING
 \$1,500

A ● Annual Partner Total \$ _____

B

PROGRAM EVENT SPONSOR

Program Sponsor — \$500

- One complimentary registration (additional registrations require separate, paid registration)
- Listed as a sponsor on table tents at each attendee table
- Verbal recognition from the podium by MPGC leader
- Listed as a sponsor on all event promo materials
- Listed as a sponsor on signage at the event
- Opportunity to exhibit at the event

*Sponsor registration must be submitted at least 2 weeks before the event date in order to be included in event materials. Note: Should the need arise, MPGC reserves the right to transfer a sponsorship to another program event.

2017 SEMINARS

January Program \$500

March Program \$500

May Program \$500

July Program \$500

September Program \$500

B • Program Event Sponsorship Total \$ _____

THE SOURCE NEWSLETTER ADVERTISING

C

The Source newsletter is MPGC's primary vehicle for communicating information and resources to gift planners, financial advisors, and non-profit leaders.

Emailed Footer Banner Ad (600 pixels wide by 175 pixels tall)
Emailed Header Banner Ad (600 pixels wide by 175 pixels tall)

The newsletter is produced four times per year. Vendors interested in placing advertising have the following opportunities for 2017:

NEWSLETTER EDITORIAL SCHEDULE

Issue	Ad/Content Deadline
Fall	Sep. 22
Winter	Dec. 22
Spring	March 17
Summer	June 17

ADVERTISING RATES

Ad Size	(Color Ad)
<input type="checkbox"/> Header	\$ 125 each
<input type="checkbox"/> Footer	\$ 125 each
<input type="checkbox"/> Ad Within Newsletter	\$ 100 each

ISSUE(S) IN WHICH YOU WOULD LIKE YOUR AD PLACED:

Newsletter ad space is given out on a first-come, first-served basis. Only one ad per placement option per issue will be placed. All ads include a link.

- Spring Issue Fall Issue
 Summer Issue Winter Issue

- Cost of ad _____ x number of issues it will run _____ \$ _____
- Subtract Annual Sponsor Credit - \$ _____

C • Newsletter Advertising Total \$ _____

D WEBSITE ADVERTISING

MPGC offers an opportunity for four advertisers to get exclusive visibility on the MPGC Website for the affordable rate of \$350 for the whole year.

Please indicate the date when you would like your ad to start. Note that new ads begin every other month, and may require preparation time beforehand.

All advertisement sponsors must submit full color, Mac-compatible, high-resolution PDF or eps files. MUST BE 262 px (w) x 86 px (h).

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> July | <input type="checkbox"/> September |
| <input type="checkbox"/> November | <input type="checkbox"/> January |
| <input type="checkbox"/> March | <input type="checkbox"/> May |

D ● Website Advertising Total \$ _____

- [About Us](#)
- [Events](#)
- [Career Center](#)
- [Professional Directory](#)
- [Resources](#)
- [Volunteer Opportunities](#)
- [Member Central](#)
- [Join Now](#)



Join MPGC Today!
Become a Member

Minnesota Planned Giving Council
Promoting philanthropy through planned giving

Already a member? Renew Today

Find out more →

This website is best optimized for Google Chrome and Mozilla Firefox. Using one of these updated browsers will improve loading speed, increase page viewing area and reduce freezing.

Join MPGC



Becoming a member of the MPGC gives you the opportunity to network with leading gift planners and allied professionals in Minnesota.

[LEARN MORE](#)

Newsletter



The Source - E-news and Information for MPGC Members and Friends is distributed electronically four times per year.

[LEARN MORE](#)

Brisk Walk



If you are new to planned giving, need a refresher, or are a development generalist, you should attend *A Brisk Walk Through the Basics*.

[LEARN MORE](#)

Leave a Legacy



Leave a Legacy is a public awareness program of the Minnesota Planned Giving Council and the Partnership for Philanthropic Planning.

[LEARN MORE](#)

YOUR AD HERE

YOUR AD HERE

YOUR AD HERE

YOUR AD HERE

News & Press

Calendar [more](#)

My Profile

TOTALS & BILLING INFORMATION

A. Annual Sponsor Total (page 3) \$ _____

B. Program Event Sponsor Total (page 4) + \$ _____

C. Newsletter Advertising Total (page 4) + \$ _____

D. Website Advertising Total (page 5) + \$ _____

GRAND TOTAL = \$ _____

Questions? Contact Paul Hanscom at paulh@mnpgc.org or 651-290-6274

Company _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Method of Payment: Check enclosed, payable to MPGC VISA MasterCard

Card Number _____

Exp. Date _____ 3-digit Security Code (req.): _____

Cardholder Name (print) _____

Cardholder Phone _____

Billing Address _____

Cardholder Signature _____

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		comm.

Mail this form with payment or fax to:
 Minnesota Planned Giving Council
 1000 Westgate Drive, Suite 252
 St. Paul, MN 55114-1067
 Phone: (651) 290-7474 | Fax: (651) 290-2266

MATERIAL SPECIFICATIONS REQUIRED

To avoid a set-up charge, ads must be submitted as follows:

- Macintosh formats are required.
- Advertisers should 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 advertiser is supplying straight copy for our department to design. Word ads are subject to a one time set-up fee of \$95 per hour, with a 1 hour minimum.
- Film is not accepted.
- Display ads 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 supply all files on CD. If supplying via e-mail, please Stuff or Zip all 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 ad 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 shall assume all responsibility for the fidelity of ads submitted with these lower-quality proofs or for ads submitted without proofs.

Unacceptable Materials:

- Ads or images blown up from a lower resolution to 300 dpi.
- Printed images from books, newsletters etc.
- Photocopies
- Lo-res (below 300 dpi) images or ads pulled off of the web.
- Ads placed or set in a Word document.
- Corel Draw, Pagemaker, Publisher, Power Point, MS
- Excel or MS Paint files.

Web Banner Advertisement Specifications:

- Dimensions: 262(w) x 86(h) pixels
- JPEG or GIF format only
- No animated GIFs
- Banner ad will be linked to your Web site
- One advertisement only