



2022 Sponsorship Opportunities

2022 is shaping up to be a fantastic year for NARI of MN. We will have a full year of programming, the new home tour, media marketing, and more. Check out the ways that you can get in front of our members in this sponsorship packet.

- Barak Steenlage, NARI of MN President

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This year we have five (5) sponsorship packages: *Remodeler, Project Manager, Sales, Designer, and Framers*. Each provides value to the sponsor at a level of exposure and participation to meet the needs of the sponsor.

All packages include:

- In-person staffing at events
- Advertising in the newsletter or on our website
- Presence at our quarterly chapter meetings

In addition, the following packages include access at our Social Events: *Project Manager, Sales, and Designer*

We have two additional large sponsorships:

Diamond Sponsor at CotY – maximum exposure throughout the year and at CotY Gala
Eagle Sponsor at Golf – maximum exposure throughout the year and at the Golf outing



- Platinum CotY Award Sponsor
- Golf Tee Sponsor
- Monthly Meeting Event Sponsor
or
- Binder Review Pg. Sponsor
- Full Pg. Newsletter Ads (2)
- Website Home Page Sponsor

Remodeler



- Gold CotY Award Sponsor
- Golf Green Sponsor
- Social Event Sponsor
or
- Additional Gold CotY Award Sponsor
- Monthly Meeting Support Sponsor
- Newsletter Ads (2 half-page or 1 full-page)
- Website Home Page Sponsor

Project Manager



- Silver CotY Award Sponsor
- Golf Tee Sponsor
- Bowling Lane
or
- CotY Dessert Sponsor
- Monthly Meeting Table Top Sponsor (3x)
- Newsletter Ad (half page)
- Website Page Sponsor

Sales



- Gold CotY Sponsor
- Golf Fairway Sponsor
- Bowling Lane
or
- CotY Dessert Sponsor
- Monthly Meeting Support
or
- Golf Putting Green
- Newsletter Ad (2 half page)
- Website Winning CotY Page Sponsor

Designer



- CotY Dessert Sponsor or Social Sponsor
- Golf Green Sponsor
- Monthly Meeting Tabletop Sponsor (2x)
- Newsletter Ad (1/2 pg. - 3x)

Framer

\$4,700 Value
Sign by 2/11/22 - \$3,760

\$2,475 Value
Sign by 2/11/22 - \$2,110

\$2,125 Value
Sign by 2/11/22 - \$1,980

\$2,125 Value
Sign by 2/11/22 - \$1,980

\$1,400 Value
Sign by 2/11/22 - \$1,260

We have 310-325 members throughout the year. Approximately 60% of our members are contractor remodelers. Our members tend to work on higher-end projects. This is borne out by our signature event, the Contractor of the Year (CotY) celebration. Average number of submissions is 100, from 35-40 contractors, and the total value of the project work in competition is \$24M.

Website Stats:

In a one year time frame we had almost 9,500 visitors with over 36,000 page views. The average session is over 2 minutes. Over 87% of the visitors were new and one third visit from their mobile device, primarily from an I-phone. Here are our most popular pages:

1. Home page
2. Directory of members
3. Events page
4. CotY Binder review page
5. Winning CotY Projects
6. Submitting a CotY
7. Golf
8. About NARI
9. For homeowners

Attendance at our meetings: (between 2019 and 2021)

Event Avg Attendance Contractors as % of registrants
CotY - 310 50-55%
Firm Nights - 110 28%
Chapter Meetings - 60 45%
Golf - 135 41%
Social - 78 37%

Educational Offerings:

LunchBox Hour and Professional Development Seminars, provide value that is more direct. One member who had a LBH in 2021 noted that he has received business from every contractor that attended his event.

Training Avg Attendance Contractors as % of registrants:
LunchBox Hour - 11 48%
Professional Development Seminar - 22 59%

Types of Events:

- Monthly Meetings - 4x a year - 80-100 members in attendance
- Firm Nights - 3x a year - 80-100 members in attendance
- Social Events
- Professional Development Seminars
- LunchBox Hours

Audience Highlights:

9,500
website visitors

36,000
web page views

34%
E-news open rate

E-news Stats:

Contractor remodelers open their e-news and other electronic notices (monthly meeting reminders at a higher rate than normal in our industry – 34% of the time.

Deliverables

	Remodeler	Proj.Mgr	Sales	Designer	Framer
Logo in e-news > 8 times	X				
Logo in e-news 5-8 times		X			
Logo in e-news < 5 times			X	X	X
Speaking role at chapter meeting	X				
Mentions in meetings leading up	X	X			
Staffed booth (Golf)	X		X		
Staffed booth at chapter meetings	X		X	X	X
Ticket to CotY event	4	2	1	1	
Tickets to Golf dinner	2		2		
Tickets to social event		2	1	1	
Logo on event website page	X	X			
Social media branding	X	X	X	X	X
Sponsorship report & reg. list	X	X			

In addition to these packages sponsors can add-on educational components.

Add-on – Education programs to share information about your product(s), service, or support. We have 24 available. Approximately two times a month either a LunchBox Hour (online zoom) for \$300 or Professional Development Seminar (in person with either breakfast or lunch served) for \$500.

Quarterly LunchBox Hour presentations - \$1080

2 LunchBox Hour and 2 Professional Development Seminar presentations – \$1,440

2 LunchBox Hours or 1 Professional Development Seminar - \$500

A La Carte Options

CotY

November, 2022

Platinum – 1st place winner, largest categories, logo on award \$2,000

Gold – 1st place winner, \$500

Silver – 2nd place winner, \$400

Emcee \$1,000

Binder Page online, \$1,000

Event Production, \$1,000

Hors d'oeuvres \$500

Dessert \$250

Specialty award \$400

Program \$350

Chapter Meetings

Event \$1,250

Stage \$750

Food \$500

Tabletop or Technology \$200

Media

Newsletter- full page \$350 (1), \$650 (2)

Newsletter - half page \$200 (1), \$375 (2)

Website

Home page - \$250

Other pages - \$200

CotY Binder Review Page - \$1,000

Golf

July 19, 2022 – Prestwick Golf Course, Woodbury

Eagle

Tee \$550

Contest – Tee sponsor with a contest attached! \$650

Beverage \$550

Driving Range \$550

Putting Green \$550

Fairway \$300

Green \$200

Hospitality \$200

Social

Event \$650

- Bowling
- Lane, shoes, \$250
- Brewhaha
- Band, production, \$250
- Saints Game or Minnesota United Game
- Check with the office



Media Kit

Reach



Monthly Page Views

9,500

Web Visitors
in 2020

87%

Of Web Visitors
Are New

500 Email Newsletter Subscribers



Audience Demos



Over 320 Members



Twin Cities
Metro Professionals

60%



Contractors



Large Number of
National Winning
Remodelers

Media Engagement



Access Webpage
Through Phone

34%

Weekly E-news
Open Rate



54%

Of Subscribers Are
Highly Engaged

Social Media



- 916 Followers



- 95 Followers



- 164 Followers



- 1,076 Followers