



# 2023 Partnership Opportunities



This year we have a full set of marketing partnership opportunities for our sponsors. The calendar for 2023 includes some new programming. The NARI of MN members are ready to learn what is new, what is trending, what You have to offer.

This packet includes three (3) packages available until October 31, 2022. After that date, all opportunities are a la carte.

Thanks for partnering with  
NARI of MN!

Events	Average Attendance	% Contractors	# of Events in Year
CotY	310	55%	1
Firm Nights	110	28%	4-5
Chapter Meetings	75	45%	3-4
Golf	144 Golfers 50-60 Others	41%	1
Social	78	37%	2-3
LBH	11	48%	3-8
PDS	22	59%	2-6



# The CotY Awards

Location TBD, November 2023

## Diamond Exclusive Partnership

8-10 tickets for the CotY Gala, your company logo on the CotY page on NARI-MN website, logo on the CotY submission page at NARI National, your logo on the Best of Show trophy, full page ad in event program, recognition in all pre and post event communications, signage throughout the event, post-event e-blast to attendees

**PRICE: \$6,600**

## Platinum Partnership

Four (4) tickets for the CotY Gala, logo on the Flagship Award, signage throughout the event, name on sponsorship presentation slide, name in event program

**PRICE: \$2,100**

## Gold Partnership

Two (2) tickets to the CotY Gala, name on sponsor presentation slide, name in event program

**PRICE: \$550**

## Silver Award Partnership

One (1) ticket to the CotY Gala, name on sponsor presentation slide, name in event program

**PRICE: \$500**

## Emcee Partnership

Two (2) tickets to the CotY Gala, name on sponsorship presentation slide, name in event program

**PRICE: \$1,000**

## Binder Partnership

Two (2) tickets to the CotY Gala, name on sponsorship presentation slide, name in event program

**PRICE: \$1,000**

## Additional Partnership Opportunities

### Event Production Partnership

**PRICE: \$750**

### Program Partnership

**PRICE: \$400**

### Dessert Partnership

**PRICE: \$290**



# Golf Event

7.18.2023 - Prestwick Golf Course, Woodbury

## Exclusive Eagle Partnership

Golf & dinner for your foursome, tee sponsorship (with table & 2 chairs), full page ad in the event program, recognition in pre and post event communications, signage throughout event, logo & mention in post-event e-blast to members

**PRICE: \$4,000**

## Additional Event Partnerships

All event partnerships include name on event presentation slide, name in golf program, and name in weekly e-news.

**Every sponsorship (except contest hole) includes \$100 raffle prize go-in.**

### Tee Partnership

2 tickets, signage at Tee, table and 2 chairs (staffed)

**PRICE: \$750**

### Contest Hole Partnership

2 tickets, signage at Tee, table and 2 chairs

Choice: closest to the pin, longest drive, longest putt

Sponsor provides raffle prize of 2 clubs

**PRICE: \$700**

### Fairway Partnership

Signage on the fairway (unstaffed)

**PRICE: \$475**



### Green Partnership

Signage on a green (unstaffed)

**PRICE: \$375**

### Social Hour Partnership

2 dinner tickets, signage on site

**PRICE: \$650**

### Beverage Cart Partnership

2 dinner tickets

**PRICE: \$700**

### Golf Cart Partnership

2 dinner tickets, table and 2 chairs

**PRICE: \$650**

### Putting Green Partnership

2 dinner tickets, table and 2 chairs (staffed)

**PRICE: \$ 650**





# Social Events

## **Bowling - Jan. 17 - PINZ, Oakdale** **Exclusive Event Partnership**

2 tickets to bowl, signage at event & in weekly e-news/e-blasts, opportunity to show a 1-2 minute video at event

**PRICE: \$675**

## **Food Partnership**

1 ticket to event, signage at event and in weekly e-news/e-blasts

**PRICE: \$550**

## **Bowling Lane Partnership**

1 ticket to event, signage at event

**PRICE: \$275**

## **Shoe Partnership**

1 ticket to event, logo on weekly e-news

**PRICE: \$250**

## **Swag Bag Partnership**

Logo on weekly e-news

**PRICE: \$150 (bags & inserts) \$100 (inserts)**

## **Lake MTKA Cruise - Aug. 15**

### **Exclusive Event Partnership**

2 tickets to event, prominent signage at event, inclusion in weekly e-news, opportunity to talk or play a 2 minute video

**PRICE: \$1,200**

### **Food Partnership**

1 ticket to event, signage at event and in weekly e-news/e-blasts

**PRICE: \$550**

### **Swag Bag Partnership (bags & inserts)**

Logo in weekly e-news/e-blasts

**PRICE: \$150 (bags & inserts) \$100 (inserts)**

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## **Brewhaha Event - June**

### **Event Partnership**

2 tickets to event, signage at event and in weekly e-news/blasts, logo on registration page on website

**PRICE: \$650**

### **Food or Beverage Partnership**

1 ticket to event, signage at event and in weekly e-news/e-blasts

**PRICE: Food (\$550) Beverage (\$300)**

# Chapter Meetings

## Gather & Grow (Chapter Meetings)

### Gather & Grow Event Partnership

Logo included in event presentation, logo in pre and post-event mentions, opportunity to address attendees & introduce speaker, tabletop display or a video shown at the event, includes 2 tickets to the event

**PRICE: \$1,250**

### Food Partnership

1 ticket to the event, signage at the event, logo recognition in weekly e-news

**PRICE: \$550**

### Chapter Platform/Stage Partnership

1 ticket to the event, logo recognition during event, 1 logo recognition on pre and post event mentions

**PRICE: \$550**

### Tabletop/Technology Partnership

Tabletop display space / 30 second video if virtual

**PRICE: \$225 / Special for 1st year members! (\$150)**

## LunchBox Hour Partnership

Logo included on registration page, logo included in weekly e-news leading up to event

**PRICE: \$350**

## PDS (Professional Development Seminar) Partnership

Logo included on registration page on NARI-MN site, logo included in weekly e-news leading up to event

**PRICE: \$525**







# Other Partnership Opportunities

## *Board of Directors Retreat Partnership*

- Logo included in weekly e-news

**PRICE: \$775**

## *New Member Orientation Partnership*

- Logo included in weekly e-news

**PRICE: \$550**

## *Trade-Partner Facing Marketing Website*

- Logo on the home page for 1 quarter

**PRICE: \$275**

- Logo on any page on the Homeowners Tab

**PRICE: \$125 (per page, per quarter)**

## *Newsletter Advertising - 4 Issues Annually*

### *Full Page Ad (7.75 x 8.25)*

**PRICE: \$375 - 1X / \$650 - 2X**

### *Half Page Ad (7.75 x 4)*

**PRICE: \$200 - 1X / \$375 - 2X**

### *Silver (Trade)*

- Full page ad, half pg. ad, home page logo (1 quarter)

**PRICE: \$850**

### *Bronze (Trade)*

- 1 half pg. ad, home page logo (1 quarter)

**PRICE: \$475**

## *Member Directory Advertising \**

### *Inside Front Cover - 1 available*

- Full page ad with links to company website
- Four social media posts on NARI social sites

**PRICE: \$1,250**

### *Index Half Page - 1 available*

- Half page ad with links to company website
- Two social media posts on NARI social sites

**PRICE: \$650**

### *Gold - 3 available*

- Half page ad, full pg article content, with links to website
- Four social media posts on NARI social sites

**PRICE: \$1,000**

### *Silver - 3 available*

- Full page ad, article content, links to website
- Two social media posts on NARI social sites

**PRICE: \$850**

### *Bronze - 3 available*

- Half pg ad, links to company website
- Two social media posts on NARI social sites

**PRICE: \$475**

### *Member Upgrade - Available to all members*

- Membership listing links to company website

**PRICE: \$250**

**\*Shared in conjunction with the MSP Home Tour.**

## Reach



Monthly Page Views

9,500

Web Visitors  
in 2020

87%

Of Web Visitors  
Are New

500 Email Newsletter Subscribers



## Audience Demographics



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



# Package Options



-CotY Platinum Partnership

- Social Event (Pick 2)

- Gather & Grow/Annual Meeting Stage or Technology or PDS Partnership

- Bronze Media Partnership

- \$4,425 Total Value

*Remodeler*

**\$3,980**  
**If signed by 12/31/22**



- CotY Gold Partnership

- Golf Tee Partnership

- Social Event (Bowling Lane & Cruise Swag Insert)

- Gather and Grow Tabletop (2 meetings)

- Silver Media Partnership

- \$2,975 Total Value

*Project Manager*

**\$2,700**  
**If signed by 12/31/22**



- CotY Silver & Dessert Partnership

- Golf Green & Fairway Partnership

- Gather and Grow Tabletop and LunchBox Hour

- \$2,515 Total Value

*Framer*

**\$2,100**  
**If signed by 12/31/22**

# Sponsorship Package Selections

**Packages available until Dec. 31, 2022**  
**50% payment due by Jan. 31, 2023**

Company Name \_\_\_\_\_

Billing Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Select your package. To add additional benefits, see the sponsorship selections page.

☐ **REMODELERS**  
**\$3,980\***

- ✓ CotY Platinum Award
- ✓ Social Event - Pick Two (2)
  - Bowling Food
  - Cruise Food
  - Golf Cart
  - Golf Putting Green
  - Golf Driving Range
  - Golf Social Hour
- ✓ Monthly Meeting Stage or Technology or PDS
- ✓ Bronze Package - Trade or Homeowner Facing

\*An over 10% savings on single sponsorship

☐ **PROJECT MANAGER**  
**\$2,700\***

- ✓ CotY Gold Award
- ✓ Tabletop at Two (2) Monthly Meetings
- ✓ Golf Tee
- ✓ Bowling Lane **and** Cruise Swag Insert
- ✓ Silver Package - Trade or Homeowner Facing

\*An over 8% savings on single sponsorship

☐ **FRAMER**  
**(for our newest members)**  
**\$2,100\***

- ✓ CotY Silver Award **and** Dessert
- ✓ Golf Green **and** Fairway
- ✓ Tabletop at a Monthly Meeting **and** LunchBox Hour

\*An over 5% savings on single sponsorship

Build your own packages available. Select your package, meet the following criteria and receive a discount - for example, \$2,000 to \$3,000 you receive a 5% discount, over \$3,000 up to \$4,000 receive 8%, over \$4,000 you receive a 10% discount. Build your own packages require a minimum number of sponsorship opportunities





# Sponsorship Package Selections

Packages available until Dec. 31, 2022  
50% payment due by Jan. 31, 2023

## ☐ BUILD YOUR OWN #1

Receive 10% off total sponsorships  
valued at over \$4,000

## ☐ BUILD YOUR OWN #2

Receive 8% off total sponsorships  
valued between \$3,000 & \$4,000

## ☐ BUILD YOUR OWN #3

Receive 5% off total sponsorships  
valued between \$2,000 & \$3,000

All PDS and LunchBox Hour dates must be selected by December 31, 2022

### CORPORATE SPONSORSHIP PACKAGES

_____ Remodelers .....	<b>\$3,980</b>
_____ Project Manager .....	<b>\$2,700</b>
_____ Framers .....	<b>\$2,100</b>

### COTY AWARDS SPONSORSHIPS

_____ Diamond Event Sponsor .....	<b>\$6,600</b>
_____ Platinum Event Sponsor .....	<b>\$2,100</b>
_____ Emcee Sponsor .....	<b>\$1,000</b>
_____ Gold Award Sponsor .....	<b>\$550</b>
_____ Silver Award Sponsor .....	<b>\$500</b>
_____ Binder Sponsor .....	<b>\$1,000</b>
_____ Event Production Sponsor .....	<b>\$750</b>
_____ Hors d'oeuvres Sponsor .....	<b>\$300</b>
_____ Dessert Sponsor .....	<b>\$290</b>
_____ Specialty Award Sponsor .....	<b>\$400</b>
_____ Program Sponsor .....	<b>\$400</b>

### GOLF TOURNAMENT SPONSORSHIPS

_____ Eagle Sponsor .....	<b>\$4,000</b>
_____ Beverage/Hospitality Sponsor .....	<b>\$700</b>
_____ Driving Range/Putting Green .....	<b>\$650</b>
_____ Social Hour Sponsor .....	<b>\$650</b>
_____ Tee Sponsor .....	<b>\$750</b>
_____ Contest Hole Sponsor .....	<b>\$700</b>
_____ Fairway Sponsor .....	<b>\$475</b>
_____ Green Sponsor .....	<b>\$375</b>
_____ Golf Cart Sponsor .....	<b>\$650</b>

### BOWLING SPONSORSHIPS

_____ Event Sponsor .....	<b>\$675</b>
_____ Lane Sponsor .....	<b>\$275</b>
_____ Shoe Sponsor .....	<b>\$250</b>
_____ Food Sponsor .....	<b>\$550</b>
_____ Swag Bag Sponsor .....	<b>\$150</b>



# Sponsorship Package Selections

**Packages available until Dec. 31, 2022**  
**50% payment due Jan. 31, 2023**

## NARI of MN Meetings

_____ Chapter Meeting Sponsor .....	<b>\$1,250</b>
_____ Chapter Meeting Stage or Food .....	<b>\$550</b>
_____ Tabletop/tech Exhibitor .....	<b>\$225</b>
_____ New Member Tabletop .....	<b>\$150</b>
_____ PDS Sponsor .....	<b>\$525</b>
_____ NARI-MN LunchBox Hour .....	<b>\$350</b>
_____ New Member Orientation .....	<b>\$550</b>
_____ Board Retreat .....	<b>\$775</b>
_____ Cruise Exclusive .....	<b>\$1,200</b>
_____ Cruise Food .....	<b>\$550</b>
_____ Cruise Swag Bag .....	<b>\$150</b>
_____ Cruise Swag .....	<b>\$100</b>
_____ Other .....	<b>\$</b>

## NARI of MN Media

Newsletter (4 Annually) (Home Page Ad - Per Newsletter)

_____ Full Pg Ad (7.75 x 8.25)	1x (\$350)	2x (\$650)
_____ Half Pg Ad (7.75 x 4.25)	1x (\$200)	2x (\$375)

Website

_____ Home Page (1 Quarter) .....	<b>\$250</b>
_____ Homeowner Page (1 Quarter) .....	<b>\$125</b>

## BUILD YOUR OWN SPONSORSHIP

_____ #1 .....	<b>10% Off</b>
_____ #2 .....	<b>8% Off</b>
_____ #3 .....	<b>5% Off</b>

- **Some sponsorships may have first right of refusal for one year (2024). Decisions due 60 days post 2023 event or sooner.**