



NARI of MN 2024 Sponsorships



Benefits of Sponsorship

Audience/Demographics

- Over 320 active member companies
- 60% are Contractor members
- Large number of National Award-Winning Remodelers
- 62% of Contractor members report their total gross sales over \$2million per year
- 80% of Contractor members have been in business over 16 years

Membership Statistics

- Largely engaged membership base
 - Over 40% open rate for weekly e-news
 - 500 e-news subscribers
 - 1,000 monthly page views on the NARI of MN website
 - 1,500 Instagram followers
 - 1,000 Facebook followers
- Average attendance at our large events:
 - CotY Gala = 325+ attendees
 - Golf Event = 200+ attendees
 - Firm Nights = 100+ attendees
 - Gather & Grow Meetings = 80-100 attendees

NARI CotY
WINNER OF
MULTIPLE AWARDS



General Guidelines

- Advertisers must be members in good standing of NARI of MN, excluding the MSP Home Tour.
- First right of refusal applies to all exclusive sponsorships for second year only. Includes Diamond and Eagle sponsorships.
- All sponsorships/advertisements must be utilized within the sponsor year of the contract, otherwise they are null and void.
- All advertising is subject to NARI of MN's approval.
- Where selections are needed, NARI of MN may assign as needed.

Logo Guidelines

DOs

- Use the NARI logo prominently in full color in print and digital.
- Use the logo at the preferred size of 1.25" high. It cannot be displayed or printed any smaller than the minimum size of 0.75" in height.
- Use the white version to maintain the best contrast and legibility on blue.
- Use the black or white versions for one color printing.

DONTs

- Do not modify the logo in any way
- Do not use the logo below the minimum width size.
- Do not place the logo on a similar background
- Do not repeat the logo too many times on a print or digital piece unless developing a media background used in photo/video shoot.



Preferred Size: 1.25" wide

The required white space necessary around the logo is calculated by the height of the tagline - indicated by the grey X. That measurement is used to create equal height and width white space around the logo.

Print Design Guidelines

- All full page ads should have dimensions of 8.5" x 11" with no bleed included.
- All half page ads should have dimensions of 5.5" x 11" with no bleed included.
- All ads must be sent in PDF format to maddie@narimn.org
- NARI of MN does not provide graphic design assistance for ads.

Deadlines

- Newsletter ad deadlines:
 - March issue - March 1st
 - June issue - May 31st
 - September issue - August 30th
 - December issue - November 29th



CotY Awards

	Diamond Sponsor \$6,750	Platinum Sponsor \$2,200	Gold Sponsor \$625	Silver Sponsor \$550	Emcee Sponsor \$650	Binder Sponsor \$1,000	Event Production Sponsor \$750	Program Sponsor \$450	Dessert Sponsor \$330
Tickets to the Gala	8-10 Tickets	4 Tickets	2 Tickets	1 Ticket	2 Tickets	2 Tickets	2 Tickets	X	X
Logo on NARI-MN CotY Page	✓	X	X	X	X	X	X	X	X
Logo on Submission Page	✓	X	X	X	X	X	X	X	X
Logo on Appropriate Trophy	✓	✓	X	X	X	X	X	X	X
Full Page Ad in Event Program	✓	X	X	X	X	X	X	X	X
Recognition in E-news and/or E-blast	✓	✓	✓	✓	✓	✓	✓	✓	✓
Signage at Event	✓	X	X	X	X	X	X	X	X
Name on Sponsorship Presentation Slide	✓	✓	✓	✓	✓	✓	✓	✓	✓
Name in Event Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition From the Stage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Registration Page	✓	✓	✓	✓	✓	✓	✓	✓	✓

Golf Event

	Eagle Sponsor \$4,000	Tee Sponsor \$785	Social Hour Sponsor \$750	Contest Tee Sponsor \$710	Golf Cart Sponsor \$700	Beverage Cart Sponsor \$750	Putting/Driving Range Sponsor \$650	Fairway Sponsor \$525	Green Sponsor \$425
Dinner Tickets	4 Tickets	2 Tickets	2 Ticktes	2 Tickets	2 Tickets	2 Tickets	2 Tickets	X	X
Golf for Foursome	✓	X	X	X	X	X	X	X	X
Table & 2 Chairs at Location	✓	✓	X	✓	✓	X	✓	X	X
Full Pg. Ad in Program	✓	X	X	X	X	X	X	X	X
Recognition in Pre and Post Event Communications	✓	✓	✓	✓	✓	✓	✓	✓	✓
Signage Throughout Event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Name in Program & Presentation	✓	✓	✓	✓	✓	✓	✓	✓	✓
Staffed Sponsorship	✓	✓	✓	✓	X	✓	✓	X	X
<p>Golf Cart - Varies by Holes/Sponsorship</p> <p>Every sponsorship level, except Eagle and Contest, includes the \$100 raffle prize go-in. Contest sponsors need to provide a club to the winners - male and female - of the contest.</p>									

WHIRLYBALL/BOWLING

	Event Exclusive Sponsor \$1,300	Bowling Sponsor \$500	Whirlyball Red Car Sponsor \$500	Whirlyball Yellow Car Sponsor \$500	Bowling Ball Sponsor \$500	Bowling Shoe Sponsor \$500	Whirlyball Scoreboard Sponsor \$500	Whirly Scoop Sponsor \$500	Backboard Hoop Sponsor \$500	Swag Bag Sponsor \$150	Swag Insert Sponsor \$100
Tickets	2 Tickets	1 Ticket	1 Ticket	1 Ticket	1 Ticket	1 Ticket	1 Ticket	1 Ticket	1 Ticket	X	X
Video or Speaking Opportunity	✓	X	X	X	X	X	X	X	X	X	X
Signage at Event	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	X
Mention in Weekly E-news	✓	X	X	X	X	X	X	X	X	X	X
Logo on Registration Pg.	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	X
Logo in Event Presentation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

AUGUST EVENT

	Event Exclusive Sponsor \$1,300	Food Sponsor \$600
Tickets	2 Tickets	1 Ticket
Video or Speaking Opportunity	✓	X
Signage at Event	✓	✓
Mention in Weekly E-news	✓	X
Logo on Registration Pg.	✓	✓
Logo in Event Presentation	✓	✓

Gather & Grow Meetings

	Gather & Grow Exclusive Sponsor \$1,300	Food Sponsor \$600	Stage Sponsor \$600	Tabletop Sponsor \$240	New Member Table Top Sponsor \$175
Tickets to Event	2 Tickets	1 Ticket	1 Ticket	1 Ticket	1 Ticket
Logo on Registration Pg.	✓	✓	X	X	X
Recognition in Pre and Post Event E-blast & E-news	✓	✓	✓	✓	✓
Signage at Event	✓	✓	✓	✓	✓
Name on Sponsorship Presentation Slide	✓	✓	✓	✓	✓
Tabletop Display or Video Opportunity	✓	X	X	✓	✓
Opportunity to Introduce Speaker	✓	X	X	X	X

ADDITIONAL OPPORTUNITIES

	Firm Night \$1,750	Professional Development Seminar \$550	LunchBox Hour \$350
Logo on Registration Pg.	✓	✓	✓
Signage at Event	X	✓	X
Mention in Weekly E-news & E-blasts	✓	✓	✓

Other Partnership Opportunities

NEWSLETTER ADVERTISING

Full Page Ad \$475	2 Full Page Ads \$850	Half Page Ad \$275	2 Half Page Ads \$450
8.5" x 11" (No bleed)	8.5" x 11" (No bleed)	8.5" x 5/5" (No bleed)	8.5" x 5/5" (No bleed)
Choose Your Issue - March, June, September, or December / Ad due dates: March 1st, May 31st, August 30th, November 29th			

MEMBER DIRECTORY ADVERTISING (on NARI website & in MSP Home Tour Guide)

Inside Front Cover (Full Page) Ad \$1,250	Full Page Ad \$850	Half Page Ad \$650	Member Upgrade \$290
8.5" x 11" (No Bleed)	8.5" x 11" (No Bleed)	8.5" x 5/5" (No bleed)	Hyperlinked Company Name

LEADERSHIP OPPORTUNITIES

	Board of Directors Retreat Sponsorship \$775	Board of Directors Retreat Dinner Sponsorship \$700	New Member Orientation Host \$575 (host provides location)
Logo on Registration Pg.	✓	✓	✓
Signage at Event	✓	X	X
Mention in Weekly E-news & E-blasts	✓	✓	✓

WEBSITE ADVERTISING

Logo on Homepage - 1 Quarter \$375				
Choose your Quarter (circle one) : 1 2 3 4				
Send maddie@narimn.org a JPG or PNG version of your logo				

MSP Home Tour

	Presenting Sponsor (Exclusive) \$10,000	Premier Sponsor \$7,500	Partner Sponsor \$5,500	Patron Sponsor 2,500	Promoter Sponsor \$500
Ad in the Guide	Full Pg.	1/2 Pg.	1/4 Pg.	1/8 Pg.	X
Listing in the Index	✓	✓	✓	✓	✓
Editorial Article	✓	X	X	X	X
Posts on MSP HT Social Media Channels	4x	3x	3x	1x	X
Logo on Website	Static Logo	Static Logo	Static Logo	Sliding Logo	Sliding Logo
Ad in Membership Directory	Full Pg.	Full Pg.	1/4 Pg.	X	X
Ad in NARI Newsletter March Issue	Full Pg.	1/2 Pg.	1/4 Pg.	1/8 Pg.	X
Editorial in NARI Newsletter June Issue	✓	X	X	X	X
Logo in NARI E-news (March-May)	✓	X	X	X	X
Posts on NARI Social Media Channels	4x	3x	2x	1x	X
Logo on the MSP Home Tour Pg. on NARI Website	✓	X	X	X	X
Additional Mentions w/ Logo at NARI-MN Events	6x	1x	1x	X	X