

# MinnRoast 2019

Friday, April 26, 6-9:30 p.m.

Historic State Theatre, Minneapolis

Sponsorship Level	Title	Presenting	Supporting	Promoter	Advocate
Availability	1 total; 1 available	1 total; 1 available	2 total; 2 available	4 total; 4 available	6 total; 6 available
<b>Exclusive Opportunities, VIP Pre-Reception and Seating</b>					
Exclusive Passes (backstage escort, access to green room)	2 passes				
VIP tickets (pre-showreception; show)	12 tickets (Zone A)	10 tickets (Zone A)	8 tickets (Zone A)	6 tickets (Zone B)	4 tickets (Zone B)
Seating at pre-show reception	Table/Gathering Area for Guests	Table/Gathering Area for Guests	Table/Gathering Area for Guests	Table on Request	Table on Request
Parking / transportation	Valet parking for up to 6 cars	Valet parking for up to 5 cars	Parking vouchers for up to 4 cars	Parking vouchers for up to 3 cars	Parking vouchers for up to 2 cars
<b>Pre-Event Recognition &amp; Promotion</b>					
Acknowledged and promoted as:	MinnRoast 2019 brought to you by...  Largest logo follows MinnRoast logo	Large logo follows MinnRoast logo and Title Sponsor logo			
Inclusion in MinnRoast Home Page Header [March 26 deadline]	Largest logo follows MinnRoast logo	Large logo follows MinnRoast logo and Title Sponsor logo			
Industry / Category Exclusivity (across all sponsorship levels)	●	●			
One email from MinnPost on behalf of sponsor to employees, clients, other VIPs [deadline TBD]	●	●	●		
Printed standard invitations (3,500+) to MinnPost members and previous MinnPost event attendees [March 13 deadline]	Largest logo on front and inside	Large logo front and inside	Medium logo inside invitation	Small logo on back of invitation	Smallest logo on back of invitation
Inclusion on printed postcard invitation to lobbyists, legislative staffers (2,000+) [March 15 deadline]	Largest Logo follows MinnRoast logo	Large logo appears on postcard, follows MinnRoast logo and Title Sponsor			
Recognition on MinnRoast.com event site	Largest logo on front page; largest linked logo in sponsor list	Large logo on front page; large linked logo in sponsor list	Medium linked logo in sponsor list	Small linked logo in sponsor list	Smaller linked logo in sponsor list
Recognition on MinnPost.com site (March 26 – April 26, 2019)	Recognition on home page header; included in ROS banner ads	Recognition on home page header; included in ROS banner ads			

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Tickets for show-only (tickets for employees, clients, or other VIPs you designate)	12 Show-Only Tickets Zone B or better	10 Show-Only Tickets Zone B or better	8 Show-Only Tickets Zone C or better	6 Show-Only Tickets Zone C or better	4 Show-Only Tickets Zone C or better
Inclusion in an estimated 10 event emails to promote ticket sales. Emails start around March 18. (list size: ~18k)	Largest logo follows MinnRoast logo	Large logo follows MinnRoast logo and Title Sponsor logo	Medium logo, bottom of email	Small logo, bottom of email	Smaller logo, bottom of email
Recognition in Twitter & Facebook campaigns	8 Facebook posts / 8 Tweets	8 Facebook posts / 8 Tweets	4 Facebook posts / 4 Tweets	2 Facebook posts / 2 Tweets	
Presence and Recognition at MinnRoast					
MinnRoast Program	Full page Choice of inside front, Page 3, Inside Back, Back	Full page Prominent placement	3/4 page	Half page	1/4 page
Optional Intro Video (Tongue in cheek, interview-style with sponsor representative)	•				
Backstage signage and/or branded hospitality table for show participants	•				
Optional brief Sponsor Roast at MinnRoast (MC calls out sponsor from stage or other interaction. Advance approval from sponsor and MinnPost)	•	•			
Optional participation as part of on-stage "Midway Appeal" and MRpledge.com recognition with minimum of additional \$10,000 Match / Challenge contribution	•	•			
Recognition on screen in theater before and after the show	Largest logo following MinnRoast logo	Large logo following MinnRoast logo and Title Sponsor	Medium logo thanked as group	Small logo thanked as group	Smaller logo thanked as group
Optional: Participation in audience giveaway	Opportunity to provide an audience giveaway item during the show	Opportunity to provide an audience giveaway item during the show	Opportunity to provide an audience giveaway item during the show		
Onstage presence and recognition during MinnRoast	Introduce yourself and company name as Title Sponsor at the opening of the show with MC; later thanked from stage by name by CEO	Introduce yourself and company name as Presenting Sponsor, before introducing the following sketch; later thanked from stage by name by CEO	Thanked From stage by name by CEO	Thanked From stage by name by CEO	Thanked from stage as a group by CEO  ("Thank you to our 6 Promoter Sponsors" while logos are presented on screen behind)

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State Theatre marquee recognition (Marquee would read “MinnRoast 2019 – presented by MinnPost / sponsored by _____”) (pending approval of State Theatre)	•				
State Theatre Outer Lobby and Red Carpet Recognition (pending approval of State Theatre)	Largest logo on red carpet photo backdrop; opportunity to provide vertical banners for placement in hallway linking theater and reception venue	Large logo on red carpet photo backdrop; opportunity to provide vertical banners for placement in hallway linking theater and reception venue	Opportunity to provide vertical banners for placement in hallway linking theater and reception venue		
Logo displays on pre-show reception venue TVs	Logo included with maximum frequency	Logo included with high frequency	Logo included with middle frequency	Logo included with lower frequency	Logo included with lowest frequency
<b>Post Event Promotion &amp; Recognition</b>					
Option to meet with MinnRoast Event Leadership	•				
Opening and Closing MinnRoast video messages (title and bumper)	Largest logo follows MinnRoast logo (Opening and Closing)	Large logo follows Title Sponsor and MinnRoast logo (Opening and Closing)	Medium logo thanked with all sponsors (Closing)	Small logo thanked with all sponsors (Closing)	Smaller logo thanked with all sponsors (Closing)
Option to re-purpose or re-publish MinnRoast content after the show (MinnPost approval required)	•	•	•		
Listed in 2019 MinnPost.com Annual Report	•	•	•	•	•
<b>INVESTMENT</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>