



## 2020 SPONSORSHIP AGREEMENT

*Effective January 1-December 31, 2020*

### What is MinnSPRA?

The **Minnesota School Public Relations Association (MinnSPRA)** is an award-winning, nationally recognized organization of more than 170 public relations professionals, superintendents and school district personnel with a mission to advocate for public education through public relations leadership.

**MinnSPRA members** frequently make purchasing decisions for the products and services your company provides. MinnSPRA offers a variety of educational events throughout the year that are customized for both experienced and emerging school professionals. Approximately 75-100 members typically attend MinnSPRA's fall and spring conferences. **MinnSPRA sponsorship offers a premier opportunity for companies to showcase their products and/or services to this targeted group of decision-makers.**

### Why Become a Sponsor?

- Targeted exposure to decision-makers in school district communications
- Stand out and differentiate your product or service from your competitors
- High visibility for low cost
- Build your bottom line through cost-effective marketing that delivers results

### What Sponsorship Opportunities Are Available?

- **Diamond Sponsorship** (*deadline for this sponsorship is March 15, 2020*)
- **Gold Sponsorship** (*deadline for this sponsorship is March 15, 2020*)
- **Silver Sponsorship** (*deadline for this sponsorship is March 15, 2020*)
- **Bronze Sponsorship**
- **"Create Your Own" Sponsorship**

**For more information about sponsorship,  
please contact Ann Kvaal, CAE, at [info@minnspra.org](mailto:info@minnspra.org) or 651-489-1321**

***Thank you for your support!***

## 2020 MinnSPRA Sponsorship Opportunities

	<b>Diamond</b> <i>3 Available</i> <b>\$7,500</b>	<b>Gold</b> <i>1 Available</i> <b>\$5,000</b>	<b>Silver</b> <i>15 Available</i> <b>\$2,500</b>	<b>Bronze</b> <i>Unlimited</i> <b>\$1,000</b>
<b>Conference /Special Event Sponsor</b>	<p>Sponsor <b>logo on event promotions and web page</b> linking to sponsor website</p> <p><b>Two registrations</b> to the fall &amp; spring conferences</p> <p><b>Display table</b> at fall &amp; spring conferences</p> <p><b>3-minute introduction</b> at fall &amp; spring conferences</p> <p>Option to present “<b>Lunch and Learn</b>” <b>pre-conference education session</b> at fall conference covering best practices in communications</p> <p><b>Gobo</b> in conference registration area</p>	<p>Sponsor <b>logo on event promotions and web page</b> linking to sponsor website</p> <p><b>One registration</b> to the fall &amp; spring conferences</p> <p><b>Refresh and Recharge station</b> at fall &amp; spring conferences with social media post promoting area</p> <p><b>Display table</b> at fall &amp; spring conferences</p> <p><b>3-minute introduction</b> at fall &amp; spring conferences</p>	<p>Sponsor <b>logo on event promotions and web page</b> linking to sponsor website</p> <p><b>One registration</b> to the fall &amp; spring conferences</p> <p><b>Display table</b> at fall &amp; spring conferences</p> <p><b>3-minute introduction</b> at fall or spring conferences</p>	<p>Sponsor <b>logo on event promotions and web page</b> for fall or spring conference with link to sponsor website</p> <p><b>One registration</b> to the fall or spring conference</p> <p><b>Display table</b> at the fall or spring conference</p>
<b>Member Events</b> <small>(Includes Power Hours, minimum of 6 annually)</small>	<p>Sponsor for <b>2 Power Hours and one Think &amp; Drink (pre-set date)</b>; includes logo with link in promotions and recognition at each session</p>	<p>Sponsor for <b>1 Power Hour</b>; includes logo with link in promotions and recognition at session</p>		
<b>Website/ Electronic Media</b>	<p>Sponsor <b>logo on website</b> linked to sponsor website</p> <p>Sponsor <b>logo in President’s E-News</b></p>	<p>Sponsor <b>logo on website</b> with link to sponsor website</p>	<p>Sponsor <b>logo on website</b> with link to website</p>	<p>Company <b>name on website</b> with link to sponsor website</p>

### OTHER SPONSORSHIP OPPORTUNITIES

- “**Create Your Own**” **Sponsorship** – If you have an idea for a different sponsorship, contact Ann Kvaal, CAE, at [info@minnspra.org](mailto:info@minnspra.org) or 651-489-1321.

*Thank you for your support!*

# 2020 MinnSPRA Sponsorship Agreement

Effective January 1-December 31, 2020

Please check the box next to your sponsorship level:

Sponsorship Level		Cost
<input type="checkbox"/>	Diamond Sponsorship	\$7,500
<input type="checkbox"/>	Gold Sponsorship	\$5,000
<input type="checkbox"/>	Silver Sponsorship	\$2,500
<input type="checkbox"/>	Bronze Sponsorship	\$1,000
<input type="checkbox"/>	“Create Your Own” Sponsorship	

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Check #: \_\_\_\_\_ (Payable to MinnSPRA)

Check Amount: \_\_\_\_\_

**Payment is due with this signed agreement and should be sent to MinnSPRA at the address listed below. Sponsorship benefits begin when payment is received. Check payment is preferred.**

**No invoices will be sent.**

**Logos in .eps and .jpg format should be emailed to Ann Kvaal, CAE at [info@minnspra.org](mailto:info@minnspra.org)**

**For more information about sponsorship, please contact:**

Ann Kvaal, CAE  
MinnSPRA  
651-489-1321  
[info@minnspra.org](mailto:info@minnspra.org)

**Please send signed agreement and payment to:**

**MinnSPRA**  
c/o Ann Kvaal, CAE  
1027 West Roselawn Avenue  
Roseville, MN 55113

\* Although payments and contributions to MinnSPRA are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.

***Thank you for your support!***