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 or 651-489-1321

Thank you for your support!
# 2020 MinnSPRA Sponsorship Opportunities

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

**OTHER SPONSORSHIP OPPORTUNITIES**

- **“Create Your Own” Sponsorship** – If you have an idea for a different sponsorship, contact Ann Kvaal, CAE, at 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:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Sponsorship</td>
<td>$7,500</td>
</tr>
<tr>
<td>Gold Sponsorship</td>
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</tr>
<tr>
<td>Silver Sponsorship</td>
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</tr>
<tr>
<td>Bronze Sponsorship</td>
<td>$1,000</td>
</tr>
<tr>
<td>“Create Your Own” Sponsorship</td>
<td></td>
</tr>
</tbody>
</table>

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

For more information about sponsorship, please contact:

Ann Kvaal, CAE
MinnSPRA
651-489-1321
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!