



MINNESOTA SHOPPING  
CENTER ASSOCIATION

## MSCA 2024 Advertising/Sponsorship Opportunities – Updated 10.25.23

MSCA is releasing all 2024 advertising/sponsorship via **first come, first served**. You may send in your forms on **Friday, October 6, 2023, at 8 am at the earliest**. Any forms received before 8 am on Friday, October 6, 2023, will not be considered.

Please note that advertising/sponsorship opportunities are not guaranteed. You will be notified by Friday, October 13, 2023, if your requested advertising/sponsorships have been secured. At that time, you will be obligated to sign all contracts and agreements for your advertising/sponsorships.

Please note that this does not include MSCA Corporate Sponsorship or Corporate Sponsorship advertising in the MSCA directory. These will both be released separately. Please contact Stephanie Schuebel at MSCA at (952) 888-3491 or [sschuebel@msca-online.com](mailto:sschuebel@msca-online.com) for more information or details.

### Checklist:

- Review and determine all the various advertising/sponsorship pricing and opportunities offered by MSCA.

Advertising/Sponsorship Opportunities:

- Professional Showcase
  - MSCA Connection Weekly Blast Email
  - Third Thursday
  - Tubing Event
  - Bowling Event
  - STARR<sup>SM</sup> Awards
  - Golf Tournament
- Fill out appropriate form(s) for requested advertising/sponsorship and return all **completed** form(s) to Stephanie Schuebel at MSCA on **Friday, October 6** at 8 am at the earliest. *Form(s) submitted before 8 am will not be considered.*

**Contact:** Stephanie Schuebel, Associate Director

**Email:** [sschuebel@msca-online.com](mailto:sschuebel@msca-online.com)

**Phone:** (952) 888-3491

**Mail:** 8120 Penn Avenue South, Suite 550, Bloomington, MN 55431

- Make sure to include your contact information on each advertising form. You will be notified of the outcome (whether your advertising/sponsorships is secured or not) via email by **Friday, October 13, 2023**. If your requested advertising and/or sponsorship are secured, the appropriate contract(s) will follow.

**If requested contracts are not returned by deadline given on the contract, opportunity may be given to another company requesting same ad(s)/sponsorship(s).**

Feel free to contact Stephanie Schuebel at MSCA at (952) 888-3491 or [sschuebel@msca-online.com](mailto:sschuebel@msca-online.com) with any questions. Please remember all advertising/sponsorships are on a first come, first served basis, so get your reservations in and shortly after, you will receive a contract that you will need to return. Payments are not due until your ad runs or the month of the event sponsorship.

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Please mark with an **X** all the month(s) you prefer to run your ad(s).

**Company Name:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_

## Professional Showcases

**Professional Showcase - \$500** (1 professional showcase is displayed each month)

- Two complimentary registrations for the program held that day.
- 6-foot skirted table for attendees to review before and after program and option to distribute handouts
- Listing in that month's online program flier and acknowledgement at the program that day
- Programs average 110 attendees.

**Virtual Professional Showcase - \$250**

- Company name on the marketing flier that is posted on the website.
- After the webinar you would be recognized in the blast email survey with logo, quote, list of active MSCA members and can attach a marketing flier of your service.
- After the webinar you will receive a list of registered attendees

January \_\_\_\_\_ March \_\_\_\_\_ May \_\_\_\_\_ July \_\_\_\_\_ September \_\_\_\_\_ November \_\_\_\_\_  
February \_\_\_\_\_ April \_\_\_\_\_ June \_\_\_\_\_ August \_\_\_\_\_ October \_\_\_\_\_ December \_\_\_\_\_

## MSCA Connection Weekly Blast Email Sponsor

Introducing the exclusive MSCA Connection weekly blast emails! Designed to go out weekly, these engaging emails showcase the latest events, welcome new members, shine a spotlight on members, and provide crucial committee information and updates. For an entire month, your company will take center stage as the emails reach upwards of 600 professionals across industries. Your company's name will be featured in the email subject line, within the email, and your logo, complete with a hyperlink to your website, will be showcased at the bottom of the email. Don't miss out on this great opportunity for exposure!

**MSCA Connection Weekly Blast Email Sponsorships - \$200**

Please mark an **X** next to the month you prefer to secure.

January \_\_\_\_\_ March \_\_\_\_\_ May \_\_\_\_\_ July \_\_\_\_\_ September \_\_\_\_\_ November \_\_\_\_\_  
February \_\_\_\_\_ April \_\_\_\_\_ June \_\_\_\_\_ August \_\_\_\_\_ October \_\_\_\_\_ December \_\_\_\_\_

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## Third Thursday – Sponsorships

MSCA Third Thursday events are free networking events for MSCA members and non-members. Typically, the afternoon happy hour hosted in the Twin Cities averages around 40-60 attendees. If you would like to host a morning coffee, you have the option to do that, in the chosen month. The event is solely to network and build relationships. Sponsoring companies would be able to sponsor coffee, breakfast treats, appetizers, drinks or both on your companies' tab. (Please note: The sponsor fee is separate from sponsoring drinks/appetizers and/or coffee and breakfast treats.) You can select the location/restaurant as well. Past sponsoring companies have showcased locations/restaurants they have either worked on or helped design.

Company recognition will be listed on our online event calendar and in blast emails, as well as the option to bring your own signage for the event day.

### Third Thursday Sponsorships - \$200

Please mark an **X** next to the month you prefer to secure.

January \_\_\_\_\_ ~~March~~ \_\_\_\_\_ May \_\_\_\_\_ ~~July~~ \_\_\_\_\_ September \_\_\_\_\_ November \_\_\_\_\_  
~~February~~ \_\_\_\_\_ ~~April~~ \_\_\_\_\_ June \_\_\_\_\_ August \_\_\_\_\_ ~~October~~ \_\_\_\_\_ ~~December~~ \_\_\_\_\_

Would you like to host happy hour in the afternoon or a coffee in the morning? Happy Hour \_\_\_\_\_ Coffee \_\_\_\_\_

Which bar/restaurant would you hold your Third Thursday sponsorship at: Option 1: \_\_\_\_\_  
Option 2: \_\_\_\_\_

## Tubing Sponsorship – February 27, 2024

*\*\*Our tubing event is held at Buck Hill in Burnsville, and we reserve the entire tubing hill. The event has grown each year, with over 100 people registered last year.*

### \_\_\_\_\_ Tubing Event Hat Sponsor - \$600

Your company is responsible for providing hats to all event attendees, your logo will be on the tubing event flier.

## Retro Bowling Bonanza – April 25, 2024

*\*\*Our bowling event is held at Southtown Lanes in Bloomington, and we reserve the entire bowling alley. The last few years, our event has sold out, as we had 38 lane sponsors and over 150 bowlers and 25 dinner guests in attendance.*

### ~~\_\_\_\_\_ Bowling Title Sponsor – \$1,200~~

~~If you would like to become the title sponsor, your company will receive exposure on registration flier, all the bowling blast emails, signage at the event, recognition in the MSCA online bowling photo gallery and able to set up company display at the event.~~

### \_\_\_\_\_ Bowling Event Lane Sponsor - \$65

If you would like to sponsor a lane, your company will receive exposure with a logoed sign on a lane at the event.

### ~~\_\_\_\_\_ Drink Sponsor – \$600~~

~~This sponsor provides one drink to each attendee~~

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## STARR<sub>SM</sub> Awards Sponsorship – Event Date: November 26, 2024

*\*\*Our annual STARR<sub>SM</sub> Awards are attended by over 230+ attendees each year and awards are given to the top retail projects and individuals from the past year. All sponsors will have logo placement on MSCA STARR<sub>SM</sub> Awards web home page with links to website that you provide and on event signage.*

\_\_\_\_\_ **STARR<sub>SM</sub> Awards Board Sponsor - \$600 per sponsor**

*(There are 2 STARR<sub>SM</sub> Awards Board Sponsors and all boards will list sponsor company logos and are displayed at the State of Retail and STARR<sub>SM</sub> Awards program)*

\_\_\_\_\_ **STARR<sub>SM</sub> Awards Champagne Sponsor - \$600 per sponsor**

*(There are 2 STARR<sub>SM</sub> Awards Champagne Sponsors and a complete sponsorship thank you board with company logo will be displayed at the STARR<sub>SM</sub> Awards program)*

~~\_\_\_\_\_ **STARR<sub>SM</sub> Awards Hors d'oeuvres Sponsor – \$600 per sponsor**~~

~~*(There are 2 STARR<sub>SM</sub> Awards Hors d'oeuvre Sponsors and a complete sponsorship thank you board with company logo will be displayed at the STARR<sub>SM</sub> Awards program)*~~

\_\_\_\_\_ **STARR<sub>SM</sub> Awards Charity Sponsor - \$550**

*(There is 1 STARR<sub>SM</sub> Awards Charity sponsor and a complete sponsorship thank you board with company logo will be displayed at the STARR<sub>SM</sub> Awards program). You can choose the charity you would like to highlight for our STARR<sub>SM</sub> Awards program.*

## MSCA Golf Tournament - Major Sponsorships – Event Date: June 10, 2024

*\*\* Our annual tournament averages 236 golfers, and 150+ sponsors and volunteers. The event is held at Majestic Oaks Golf Club.*

\_\_\_\_\_ **Tournament Title Sponsor – Minimum \$3,500 for one company/\$1,750 a co-sponsorship with another company**

**\*\*This sponsorship is a closed bidding process**

Includes a foursome at the event (\$740 value), company name and logo on registration flier, the MSCA golf web page, all the golf blast emails, signage at the event, company logo on all the golf carts at the tournament, and in the July newsletter.

*\*\*Please note: You will receive the bidding information in October if you select this option.*

\_\_\_\_\_ **Breakfast Sponsor - \$850**

A chance to get your company logo in front of golfers at breakfast. As the sponsor you would provide your logo and MSCA will provide signage at the event. Recognition includes company logo on website, registration flier, blast emails and in the July newsletter.

\_\_\_\_\_ **Towel Sponsor - \$500**

A great chance to get your company logo towel on all golfer and sponsor carts. As the sponsor you would provide golf towels for all carts. The morning of the tournament, each cart will have logoed towels on the seats. Recognition includes company logo on website, registration flier, blast emails and in the July newsletter.

\_\_\_\_\_ **Door Prize Item Donation**

Opportunity to donate \$20-\$150 item(s) to give away to attendees during the dinner. Donor companies will be recognized on site with signage and be included in the July newsletter.

## MSCA Golf Tournament – Hole Sponsorships – Event Date - June 10, 2024

Please fill out the following information form to reserve a hole sponsorship for your company at the 33rd Annual MSCA Golf Tournament on **Monday, June 10, 2024**. This is **NOT** the contract. A contract will be customized for your company and your sponsorship is **NOT** guaranteed until your company signs and returns the contract.

**Company Name** (as you would like it to appear on sponsor signage) \_\_\_\_\_

*\*Please note: **ALL hole event sponsors** (with or without beverages) **will receive as part of their sponsorship fees:** two chairs, one table, a tent, 2 lunch tickets and a golf cart. Dinners and additional lunches are available for purchase.*

1. Are you a Corporate Sponsor, or member?

\_\_\_\_\_ Corporate Sponsor  
\_\_\_\_\_ Member

2. How many holes would you like to sponsor? (There are two courses at Majestic Oaks Golf Course)

\_\_\_\_\_ \*1 Hole Sponsorship – (\$350 – corporate sponsor, \$400 – member)  
\_\_\_\_\_ \*2 Hole Sponsorship (1 on each course) (\$650 - corporate sponsor, \$750 – member)

3. You **MUST** Choose one:

\_\_\_\_\_ I would like to host beverages at my hole(s)  
\_\_\_\_\_ I would like to host snacks at my hole(s)  
\_\_\_\_\_ I do NOT want to host beverages/snacks at my hole(s)

**NOTE:** *If you selected "Hole Sponsor with beverages or snacks," a course contract will be sent over closer to the event and allows you to pick your beverage and food options including liquor, non-alcoholic beverages and food. All food and beverage must be bought through the golf course.*

## MSCA Golf Tournament - Green Sponsorships – Signage, no person at hole

\_\_\_\_\_ 1 Green Sponsorship – includes a sponsor sign on the green (\$200)  
\_\_\_\_\_ 2 Green Sponsorship – includes a sponsor sign on a green on each course (\$350)