



MINNESOTA SHOPPING
CENTER ASSOCIATION

MSCA 2024 Advertising/Sponsorship Opportunities – Updated 2.23.24

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 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_{SM} 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

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 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 _____
February _____

March _____
April _____

May _____
June _____

July _____
August _____

September _____
October _____

November _____
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 _____
February _____

March _____
April _____

May _____
June _____

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September _____
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November _____
December _____

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Contact Phone: _____ Contact Email: _____

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: _____

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 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.

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Company Name: _____ **Contact Name:** _____

Contact Phone: _____ **Contact Email:** _____

STARR_{SM} Awards Sponsorship – Event Date: November 26, 2024

***Our annual STARR_{SM} 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_{SM} Awards web home page with links to website that you provide and on event signage.*

_____ STARR_{SM} Awards Board Sponsor - \$600 per sponsor

(There are 2 STARR_{SM} Awards Board Sponsors and all boards will list sponsor company logos and are displayed at the State of Retail and STARR_{SM} Awards program)

_____ STARR_{SM} Awards Champagne Sponsor - \$600 per sponsor

(There are 2 STARR_{SM} Awards Champagne Sponsors and a complete sponsorship thank you board with company logo will be displayed at the STARR_{SM} 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 our online event recap.

***Please note: You will receive the bidding information in February 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 our online event recap.

_____ Dinner Sponsor - \$1,000 *(Can be co-sponsored with another company at \$500/company)*

A chance to get your company logo front and center on every dinner table. 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 our online event recap.

_____ 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 online event recap.

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)