MINNESOTA SHOPPING CENTER ASSOCIATION

MSCA 2018 Advertising/Sponsorship Opportunities

MSCA is re-releasing all 2018 advertising/sponsorship via **first come, first served**. The highlighted areas still have advertising availability, while the months crossed out are at full capacity. Please note that advertising/sponsorship opportunities are not guaranteed. If you choose to advertise in the open spaces, 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 annual directory. These will both be released separately. Please contact Karla Keller Torp at ktorp@msca-online.com for more information or details.

Checklist:

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

  Advertising Opportunities:
  - ❑ Electronic Newsletter
  - ❑ Professional Showcases

  Sponsorship Opportunities:
  - ❑ ~~Third Thursdays~~
  - ❑ Bowling Event
  - ❑ STARR℠ Awards
  - ❑ Golf Tournament

- ❑ Fill out appropriate form(s) for requested advertising/sponsorship and return all **completed** form(s) to Emma Radtke.

  Contact: Emma Radtke, Associate Director
  Email: eradtke@msca-online.com
  Phone: (952) 888-3491
  Mail: 8120 Penn Avenue South, Suite 464, 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. 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 Karla Keller Torp at MSCA at (952) 888-3490 or ktorp@msca-online.com with any questions. Please remember all advertising/sponsorships are on 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.

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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:** _____

Electronic Newsletter Advertising

The newsletter is emailed to over 700+ members and colleagues and then forwarded by member companies to their clients and colleagues.

Announcement Newsletter Ads - $100
An announcement newsletter ad is a business card size ad that should be designed in color and will have a live link embedded in the ad to go directly to the website that you provide (specs and link will be provided on the contract.)

I would like to request ____ (insert quantity) announcement ads.

~~January _____~~	~~March _____~~	May 1 Left	~~July _____~~	September 1 Left	November 1 Left
February 1 Left	~~April _____~~	~~June _____~~	~~August _____~~	~~October _____~~	~~December _____~~

¼ Page Newsletter Ads - $200
A quarter page newsletter ad is a vertical ad that should be designed in color and will have a live link embedded in the ad to go directly to the website that you provide (specs and link will be provided on the contract.)

I would like to request ____ (insert quantity) ¼ page ads.

January 1 Left	~~March _____~~	May 1 Left	~~July _____~~	~~September _____~~	November 1 Left
February 1 Left	~~April _____~~	~~June _____~~	~~August _____~~	October 2 Left	December 1 Left

½ Page Newsletter Ads - $400
A half page newsletter ad is a horizontal ad that should be designed in color and will have a live link embedded in the ad to go directly to the website that you provide (specs and link will be provided on the contract).

I would like to request ____ (insert quantity) ½ page ads.

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

Full Page Newsletter Ads - $500
A full page newsletter ad is a vertical ad that should be designed in color and will have a live link embedded in the ad to go directly to the website that you provide (specs and link will be provided on the contract).

I would like to request ____ (insert quantity) newsletter full-page ads.

January _____	~~March _____~~	May _____	July _____	September _____	November _____
February _____	April _____	June _____	August _____	October _____	December ____

Snapshot - $500
A snapshot is a city, retailer or property that is featured within the newsletter and also rotating on the home page of the website for the entire month. They will each have an embedded link to the website you provide as well. It includes information (form will be provided for you to fill out) on the featured listing along with a color photo (photos may NOT be site plans and professional photos are recommended).

I would like to request ____ (insert quantity) snapshot.

January _____	~~March _____~~	May _____	~~July _____~~	~~September _____~~	November _____
February _____	April _____	~~June _____~~	~~August _____~~	October _____	December ____

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Please mark with an **X** all the month(s) you prefer to run your ad(s)/sponsorship(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*
- *A photo and company overview in the next month's electronic newsletter*
- *Programs average 175-200 attendees*

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

Third Thursday – Afternoon 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, average around 40-60 attendees. The event is solely to network and build relationships. Sponsoring companies would be able to sponsor appetizers, drinks or both on your companies' tab. (Please note: The sponsor fee is separate from sponsoring drinks/appetizers.) You can help select the location/restaurant as well. Past sponsoring companies have showcased locations/restaurants they have either worked on or helped create. 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 _____~~

Which bar/restaurant would you hold your happy hour Third Thursday sponsorship at:

Option 1: _____

Option 2: _____

SOLD OUT

MSCA is re-releasing all 2018 advertising/sponsorship via **first come, first served**. The highlighted areas still have advertising availability, while the months crossed out are at full capacity. Please note that advertising/sponsorship opportunities are not guaranteed. If you choose to advertise in the open spaces, you will be obligated to sign all contracts and agreements for your advertising/sponsorships.

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

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

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

Bowling Sponsorship – Event Date: April 26, 2018

***Our bowling event is held at Southtown Lanes in Bloomington, and we reserve the entire bowling alley. Last two years, our event has sold out, as we had 48 lane sponsors and nearly 200 bowlers in attendance.*

_____ **Bowling Event Lane Sponsor - $50**
If you would like to sponsor a lane, your company will receive exposure and recognition at the event.

Sold Out ~~**Bowling Title Sponsor - $1000**~~
Title Sponsor will be on the front of the bowling flier, rotating on the home page of our website and recognition at the event. This includes being the sponsor for our Strike Pot at the end of the event, which requires an additional giveaway/prize to the strike pot winner with a value of $250 or more.

STARR℠ Awards Sponsorship – Event Date: December 4, 2018

***Our annual STARR℠ Awards are attended by over 350+ 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℠ Awards web home page with links to website that you provide.*

1Left **STARR℠ Awards Board Sponsor - $500**
(There are 2 STARR℠ Awards Board Sponsors and all boards will list sponsor company names and are displayed at the November program and December STARR℠ Awards program)

_____ ~~**STARR℠ Awards Champagne Sponsor - $500**~~
(There are 2 STARR℠ Awards Champagne Sponsors and a complete sponsorship thank you board with company logo will be displayed at the December STARR℠ Awards program)

_____ ~~**STARR℠ Awards Hors d'oeuvres Sponsor - $500**~~
(There are 2 STARR℠ Awards Hors d'oeuvre Sponsors and a complete sponsorship thank you board with company logo will be displayed at the December STARR℠ Awards program)

_____ ~~**STARR℠ Awards Charity Sponsor - $500**~~
(There is 1 STARR℠ Awards Charity sponsor and a complete sponsorship thank you board with company logo will be displayed at the December STARR℠ Awards program). You are able to choose the charity you would like to highlight for our STARR℠ Awards program.

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Please mark an **X** next to the Golf Tournament sponsorship opportunities that you are requesting.

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

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

MSCA Golf Tournament Major Sponsorships – Event Date: June 18, 2018

***Our 2018 Golf Tournament will be the 27th Annual Tournament. Last year, we had nearly 400 people in attendance between golfers, sponsors, bag toss participants and dinner registrants. The event is held up at Majestic Oaks Golf Club.*

_____ **Tournament Title Sponsor – Minimum $3,500 for one company/$1,750 a company for two companies**
(Can be a co-sponsorship with another company)
*****This sponsorship is a bidding Process***

Includes a foursome at the event($700 value), company name and logo on registration flier, the MSCA home page and golf page, all of the golf blast emails, signage at the event, and also your company logo on all of 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.*

_____ **19th Hole Party Sponsor - $850** *(limit of 1 sponsor)*
A social hour in the horseshoe of the entrance to the clubhouse sponsored by you! Able to supply drinks of your choice, games, music and have the ability to network with all of our golfers as they come in from their round.

_____ **Bag Tag Sponsor - $1,000** *(limit of 1 sponsor)*
Includes 288 golf bag tags with the MSCA logo on one side and a business card slot on the other side. Sponsor will need to provide business cards or something the equivalent size for MSCA to insert into the bag tags. These will be given to all of the golfers for the golf club drop off. Also recognition before and after the event on our website, blast emails, and in the July newsletter.

_____ **ParTee Cart Sponsor - $1,000** *(limit of 1 sponsor)*
You pay to sponsor Par-Tee Carts for 2 foursomes – one on each course. You can decorate the carts however you would like and include promotional materials and gifts/prizes. Tickets are sold for a chance to win these carts on the day of the event for their foursome. Also recognition before and after the event on our website, blast emails, and in the July newsletter.

Golf tournament hole and green sponsorships continued on next page.

MSCA Golf Tournament – Hole Sponsorships – Event Date - June 18, 2018

Please fill out the following information form to reserve a hole sponsorship for your company at the 27th Annual MSCA Golf Tournament on **Monday, June 18, 2018**. 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 to use. Dinners and additional lunches are available for purchase.*

1. **Are you a Corporate Sponsor, Member, or a Non-Member?**
   _____ **Corporate Sponsor**
   _____ **Member**
   _____ **Non-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, $500 – non-members)
   _____ ***2 Hole Sponsorship (1 on each course)** ($650 - corporate sponsor, $750 – member, $1,000 – non-members)

3. **You MUST Choose one:**
   _____ **I would like to hand out beverages at my hole(s)**
   _____ **I do NOT want to hand out beverages at my hole(s)**

4. ***If you selected "Hole Sponsor with Beverages", you may choose now or wait to choose until closer to the date:***
   _____ **Beverage A** – 75 bottled waters (estimated price $240, but billed on consumption only)
   _____ **Beverage B** – 50 bottled waters, 25 bottled sodas, 25 bottled Gatorade (estimated price $350, but billed on consumption only)
   _____ **Beverage C** – 25 bottled waters, 25 bottled sodas, 25 bottled Gatorade, 100 canned beers (mix) (estimated price $780, but billed on consumption only)

Green Sponsorships

_____ **1 Green Sponsorship** (signage, no persons at the hole) – includes a sponsor sign on the green ($200)
_____ **2 Green Sponsorship (1 on each course)** ($400)