



MINNESOTA SHOPPING
CENTER ASSOCIATION

MSCA 2020 Advertising/Sponsorship Opportunities

MSCA is releasing all 2020 advertising/sponsorship via **first come, first served**. You may send in your forms on **Tuesday, October 1, 2019 at 8 am at the earliest**. Any forms received before 8 am on Tuesday, October 1, 2019 will not be considered.

Please note that advertising/sponsorship opportunities are not guaranteed. You will be notified by Friday, October 11, 2019 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 Emma Radtke at MSCA at (952) 888-3491 or eratke@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
 - STARRSM Awards
 - Golf Tournament
- Fill out appropriate form(s) for requested advertising/sponsorship and return all **completed** form(s) to Emma Radtke at MSCA on **Tuesday, October 1** at 8 am at the earliest. *Form(s) submitted before 8 am will not be considered.*

Contact: Emma Radtke, Associate Director

Email: eratke@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 by **Friday, October 11, 2019**. 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 Emma Radtke at MSCA at (952) 888-3491 or eratke@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 ____ July ____ September ____ November ____
February ____ 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 ____ March ____ May ____ July ____ September ____ November ____
February ____ April ____ June ____ August ____ October ____ December ____

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 with 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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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 170 attendees

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

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. ****New this year, 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 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 help 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 Only one left!**
 February _____ April _____ June _____ August _____ October _____ December _____

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

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

Option 1: _____

Option 2: _____

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Bowling Sponsorship – Event Date: April 23, 2020

***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 - \$60**

If you would like to sponsor a lane, your company will receive exposure and recognition at the event.

STARR_{SM} Awards Sponsorship – Event Date: December 1, 2020

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

_____ **STARR_{SM} Awards Board Sponsor - \$500**

(There are 2 STARR_{SM} Awards Board Sponsors and all boards will list sponsor company names and are displayed at the November program and December STARR_{SM} Awards program)

_____ **STARR_{SM} Awards Champagne Sponsor - \$500**

(There are 2 STARR_{SM} Awards Champagne Sponsors and a complete sponsorship thank you board with company logo will be displayed at the December STARR_{SM} Awards program)

_____ **STARR_{SM} Awards Hors d'oeuvres Sponsor – \$500**

(There are 2 STARR_{SM} Awards Hors d'oeuvre Sponsors and a complete sponsorship thank you board with company logo will be displayed at the December STARR_{SM} Awards program)

_____ **STARR_{SM} Awards Charity Sponsor - \$500**

(There is 1 STARR_{SM} Awards Charity sponsor and a complete sponsorship thank you board with company logo will be displayed at the December STARR_{SM} Awards program). You are able to choose the charity you would like to highlight for our STARR_{SM} Awards program.

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

MSCA Golf Tournament Major Sponsorships – Event Date: June 15, 2020

***Our 2020 Golf Tournament will be the 29th Annual Tournament. Last year, we had nearly 400 people in attendance between golfers, sponsors, lawn games participants and dinner registrants. The event is held 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 golf web page, all of the golf blast emails, signage at the event, 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.*

===== **Wine/Beer Pull Sponsor – \$500 (limit of 1 sponsor)**

A great chance to interact with all attending the Tournament. As a sponsor you are responsible for paying the sponsorship fee as well as purchasing 70 bottles of wine/craft beer. You have the opportunity to decide ratio of wine or craft beer (growler, six pack, four pack, etc.). Can be discussed with MSCA staff closer to date of tournament. Also recognition before and after the event on our website, blast emails, and in the July newsletter.

===== **Grill Station Sponsor** New this year – \$500 (limit of 1 sponsor)**

With the grilling station located where Crossroads and Signature meet, you'll have the opportunity to interact with all golfers. As a sponsor you are responsible for paying the sponsorship fee as well as purchasing the items to be grilled through the course (package pricing to come soon). Can be discussed with MSCA staff closer to date of tournament. Also recognition before and after the event on our website, blast emails, and in the July newsletter.

_____ **Snack Cart Sponsor** New this year - \$425 (one sponsor per course)**

A great chance to interact with those on the assigned course, as you drive around offering snacks. Purchase your snack mix through the golf course (not included in fee). You have the opportunity to decorate your carts in whatever way you wish. Also recognition before and after the event on our website, blast emails, and in the July newsletter.

===== **Water Bottle Sponsor ** New this year – \$750**

A great chance to get your company logo front and center on all golfer and sponsor carts. As the sponsor you would provide your logo in the needed format and MSCA would assume responsibility for purchasing the custom labeled water bottles. The morning of the tournament, each cart will have a logoed water bottle in the cup holder.

Golf tournament hole and green sponsorships continued on next page.

MSCA Golf Tournament – Hole Sponsorships – Event Date - June 15, 2020

Please fill out the following information form to reserve a hole sponsorship for your company at the 28th Annual MSCA Golf Tournament on **Monday, June 15, 2020**. 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, 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** (signage, no persons at the hole) – includes a sponsor sign on the green
(1 on each course) (\$350)