



MINNESOTA SHOPPING  
CENTER ASSOCIATION

## MSCA 2021 Advertising/Sponsorship Opportunities

MSCA is releasing all 2021 advertising/sponsorship via **first come, first served**. You may send in your forms on **Thursday, October 1, 2020 at 8 am at the earliest**. Any forms received before 8 am on Thursday, October 1, 2020 will not be considered.

Please note that advertising/sponsorship opportunities are not guaranteed. You will be notified by Friday, October 9, 2020 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 [eradtke@msca-online.com](mailto:eradtke@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 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 Emma Radtke at MSCA on **Thursday, October 1** at 8 am at the earliest. *Form(s) submitted before 8 am will not be considered.*

**Contact:** Emma Radtke, Associate Director

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

**Phone:** (952) 292- 2416

**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 9, 2020**. 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) 292-2416 or [eradtke@msca-online.com](mailto:eradtke@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 - Property/City/Retailer/Product/Service Showcase - \$500

A snapshot is a city, retailer, property, product or service 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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Please mark with an **X** all the month(s) you prefer to sponsor.

**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 150 attendees

\*Months where the meetings are held virtually, we would bring the cost from \$500 to \$250 and would include some of the traditional items and some new.

- Company name on the marketing flier that is posted on the website (like you normally would)
- 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 (Virtual) \_\_\_\_\_ ~~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. 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. \*Due to the pandemic, if we aren't able to meet in person MSCA is willing to work with the company to come up with a creative solution, whether to follow social distancing guidelines, or a virtual event.

**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 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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## Tubing Sponsorship – Event in late February

*\*\*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 70 people registered last year.*

**Tubing Event Hat Sponsor – \$600 SOLD OUT**

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

**Tubing Event Drink Sponsor – \$600 SOLD OUT**

Each attendee will receive one complimentary drink ticket, your logo will be on the tubing event flier.

*\*\*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 48 lane sponsors and nearly 200 bowlers and 25 dinner guests in attendance.*

**Bowling Event Lane Sponsor - \$60**

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

## STARR<sub>SM</sub> Awards Sponsorship – Event Date: December 7, 2021

*\*\*Our annual STARR<sub>SM</sub> 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<sub>SM</sub> Awards web home page with links to website that you provide and on event signage.*

1 Remaining **STARR<sub>SM</sub> Awards Board Sponsor - \$500**

(There are 2 STARR<sub>SM</sub> Awards Board Sponsors and all boards will list sponsor company names and are displayed at the November program and December STARR<sub>SM</sub> Awards program)

**STARR<sub>SM</sub> Awards Champagne Sponsor - \$500**

(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 December STARR<sub>SM</sub> Awards program)

**STARR<sub>SM</sub> Awards Hors d'oeuvres Sponsor – \$500 SOLD OUT**

(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 December STARR<sub>SM</sub> Awards program)

**STARR<sub>SM</sub> Awards Charity Sponsor – \$500 SOLD OUT**

(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 December STARR<sub>SM</sub> Awards program). You are able to choose the charity you would like to highlight for our STARR<sub>SM</sub> Awards program.

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

## MSCA Golf Tournament Major Sponsorships – Event Date: June 21, 2021

*\*\*Our 2021 Golf Tournament will be the 30<sup>th</sup> Annual Tournament. We look forward to hosting our regular tournament this year with 288 golfers, and 150+ sponsors, volunteers, lawn games 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 closed 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 the 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.

\_\_\_\_\_ **Snack Cart Sponsor\*\* New this year - \$425 (one cart 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 - \$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.**

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

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

## MSCA Golf Tournament – Hole Sponsorships – Event Date - June 21, 2021

Please fill out the following information form to reserve a hole sponsorship for your company at the 30<sup>th</sup> Annual MSCA Golf Tournament on **Monday, June 21, 2021**. 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 would like to hand out snacks at my hole(s)**  
\_\_\_\_\_ **I do NOT want to hand out beverages/snacks at my hole(s)**

**NOTE:** *If you selected "Hole Sponsor with Beverages or snacks", a course contract will be sent over. \*\* New this year – pick your options, liquor charged on consumption, non-alcoholic beverages and food bought outright.*

## 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)**