



MINNESOTA SHOPPING  
CENTER ASSOCIATION

## MSCA 2022 Advertising/Sponsorship Opportunities

MSCA is releasing all 2022 advertising/sponsorship via **first come, first served**. You may send in your forms on **Friday, October 1, 2021 at 8 am at the earliest**. Any forms received before 8 am on Friday, October 1, 2021 will not be considered.

Please note that advertising/sponsorship opportunities are not guaranteed. You will be notified by Friday, October 8, 2021 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) 292-2416 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 Showcase

#### 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 **Friday, 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 8, 2021**. 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 130 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 \_\_\_\_\_

## 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.

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

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

## Tubing Sponsorship – Event in late February **SOLD OUT**

*\*\*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 80 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.

### \_\_\_\_\_ **Tubing Event Drink Sponsor – \$600**

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

## Bowling Bonanza – Event in late April

*\*\*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 6, 2022

*\*\*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 logos and are displayed at the State of Retail and 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 STARR<sub>SM</sub> Awards program)*

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

*(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 - \$500**

*(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 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 20, 2022

*\*\* Our annual tournament 288 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 (\$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.*

### \_\_\_\_\_ **ParTee Cart Sponsor - \$1,000 (limit of 1 sponsor)**

You pay to sponsor Par-Tee Carts for 2 foursomes – one on each course. MSCA purchases items to load the carts up with goodies (previous examples include coolers, Yeti tumblers, golf balls, etc.) 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. Recognition includes company logo on website, registration flier, blast emails and in the July newsletter.

### \_\_\_\_\_ **Water Bottle Sponsor – \$750**

A 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 logoed water bottles in the cup holders. Recognition includes company logo on website, registration flier, blast emails and in the July newsletter.

### \_\_\_\_\_ **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 the July newsletter.

### \_\_\_\_\_ **Towel Sponsor – \$500**

A great chance to get your company logo front and center 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.

### \_\_\_\_\_ **Goodie Bag Donation**

Items in quantity of 350 for golfer/sponsor goodie bags located on the carts. Items in the past have been a bag of tees, golf balls, company logo items, etc. Donor companies will be recognized on site with signage and be included in the July newsletter.

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

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

**Golf tournament hole and green sponsorships continued on next page.**

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

## MSCA Golf Tournament – Hole Sponsorships – Event Date - June 20, 2022

Please fill out the following information form to reserve a hole sponsorship for your company at the 31st Annual MSCA Golf Tournament on **Monday, June 20, 2022**. 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 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. \*\* Pick your options, liquor charged on consumption, non-alcoholic beverages and food bought outright.*

## 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)