



MINNESOTA SHOPPING
CENTER ASSOCIATION

MSCA 2023 Advertising/Sponsorship Opportunities

MSCA is releasing all 2023 advertising/sponsorship via **first come, first served**. You may send in your forms on **Tuesday, October 11, 2022, at 8 am at the earliest**. Any forms received before 8 am on Tuesday, October 11, 2022, will not be considered.

Please note that advertising/sponsorship opportunities are not guaranteed. You will be notified by Tuesday, October 18, 2022, 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 Karla Keller Torp at MSCA at (952) 292-2414 or ktop@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
- STARRSM Awards
- Golf Tournament

- Fill out appropriate form(s) for requested advertising/sponsorship and return all **completed** form(s) to Karla Keller Torp at MSCA on **Tuesday, October 11** at 8 am at the earliest. *Form(s) submitted before 8 am will not be considered.*

Contact: Karla Keller Torp, Executive Director

Email: ktop@msca-online.com

Phone: (952) 292- 2414

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 **Tuesday, October 18, 2022**. 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) 292-241 or ktop@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 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:** _____

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

Bowling Bonanza – Tentative Date: April 27, 2023

***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_{SM} Awards Sponsorship – Event Date: November 28, 2023

***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 - \$550**

(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~~

~~*(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)*~~

_____ ~~STARR_{SM} Awards Hors d'oeuvres Sponsor – \$550~~

~~*(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 STARR_{SM} Awards program)*~~

_____ **STARR_{SM} Awards Charity Sponsor - \$550**

(There is 1 STARR_{SM} Awards Charity sponsor and a complete sponsorship thank you board with company logo will be displayed at the STARR_{SM} Awards program). You can 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 12, 2023

*** Our annual tournament averages 220 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 the golf blast emails, signage at the event, company logo on all 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.*

_____ **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 300 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 next page.

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Company Name: _____ Contact Name: _____

Contact Phone: _____ Contact Email: _____

MSCA Golf Tournament – Hole Sponsorships – Event Date - June 12, 2023

Please fill out the following information form to reserve a hole sponsorship for your company at the 32nd Annual MSCA Golf Tournament on **Monday, June 12, 2023**. 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 just be bought through 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)