



Place Your Brand

# CENTER Stage

Sponsorship Opportunities

**BMA**MN  
BUSINESS MARKETING ASSOCIATION

○ YOUR CONNECTION TO B2B

# SHOWCASE YOUR BUSINESS IN FRONT OF MINNESOTA'S BEST B2B MARKETERS

The Minnesota Chapter of the Business Marketing Association (BMA Minnesota) is the only organization in the state dedicated exclusively to the professional development of business-to-business executives, marketers and communicators.

## BECOME A BMA MINNESOTA SPONSOR TO:

- ▶ Build your company's relevance with the area's top marketing professionals
- ▶ Network with marketers who need your company's services
- ▶ Connect your brand with nationally recognized marketing thought leaders
- ▶ Recruit, support and retain top B2B marketing talent



## STELLAR CONTENT DRAWS A STELLAR AUDIENCE

Through relevant programming and nationally acclaimed speakers, BMA Minnesota draws the area's best and brightest marketing talent, giving you an opportunity to reach a highly engaged audience of marketing decision makers.

- ▶ Part of an international organization with 2,372 members from 45 states and 35 countries, representing 567 top B2B organizations
- ▶ Over 470 actively engaged members and guests
- ▶ Regular email outreach to over 1,500 area industry professionals
- ▶ 90-145 attendees on average at each event
- ▶ 1,500 monthly web hits

Sponsoring BMA Minnesota gives you fantastic exposure to the area's leading B2B marketers. That's ROI you can stand behind.

### BMA Minnesota Chapter Membership

TYPE OF BUSINESS	% of membership
Corporate .....	44%
Agency .....	40%
Supplier.....	16%

TITLE	% of membership
C-level.....	25%
Director level.....	26%
Manager.....	27%
Specialist .....	22%

# SPONSORSHIP OPPORTUNITIES

## Annual Sponsor

Partner: \$5,000  
 Supporter: \$2,500

## Event Moderator

\$1,500 per event

## In-Kind Sponsor

Product or service donations  
 (negotiable)

# SPONSOR BENEFITS

	ANNUAL PARTNER \$5,000	ANNUAL SUPPORTER \$2,500	EVENT MODERATOR \$1,500
<b>Membership</b>			
1-year membership to national and Minnesota BMA	1 (\$235 value)	1 (\$235 value)	--
Complimentary admission to quarterly learning events	4 per event (\$784 value)	2 per event (\$392 value)	10 for sponsored event (\$490 value)
Complimentary admission to quarterly social events	4 per event (\$560 value)	2 per event (\$280 value)	--
<i>Complimentary admission to additional events may be offered</i>			
<b>Recognition</b>			
Podium mention	4 learning events	4 learning events	1 learning event
Podium speaking	--	--	1 learning event
Logo on table drop	4 learning events	4 learning events	1 learning event
BMA website	1 year: Linked logo on sponsor page	1 year: Linked logo on sponsor page	1 quarter: Linked logo on event page
Chapter emails	1 year: Linked logo on 16 emails 24,000 impressions	1 year: Linked logo on 16 emails 24,000 impressions	1 quarter: Link to sponsored event page in 4 emails 6,000 impressions
<b>Self-Promotion</b>			
Promotion on BMA homepage	1 year: Rotating banner ad <sup>1</sup> (\$1,200 value)	1 year: Rotating logo (\$600 value)	--
Table drop	2 per year <sup>2</sup>	1 per year <sup>2</sup>	1 for sponsored event <sup>2</sup>
BMA guest blog, promoted in eblasts	Up to 8 posts per year <sup>3</sup>	Up to 6 posts per year <sup>3</sup>	--



## IN-KIND SPONSORSHIPS

BMA Minnesota appreciates in-kind sponsorships of all sizes from companies that provide products and services of value to our local chapter. All in-kind sponsors will be recognized at chapter events and on the BMA Minnesota website. Contact BMA Minnesota if you are interested in forming an in-kind agreement. Potential in-kind sponsorships could include:

- ▶ Creative services: creative direction, copywriting, design and production
- ▶ Photography and videography
- ▶ Printing
- ▶ Website support: web design, content management and programming
- ▶ Media/advertising space

## GENERAL SPONSORSHIP GUIDELINES

- ▶ Sponsorships are based on a calendar year
- ▶ Current sponsors have first right to extend their sponsorship for the coming year
- ▶ In-kind sponsorships must be at least double the value of cash sponsorships to qualify for Annual Partner (\$10,000) or Annual Supporter (\$5,000) benefits (in-kind sponsorships are not eligible for Event Moderator benefits)
- ▶ BMA Minnesota must approve any content sponsors wish to share with BMA Minnesota members and friends at learning events, on the BMA Minnesota website or on our blog

For inquiries regarding BMA Minnesota's sponsorship programs, please email [sponsorships@bmaminnesota.org](mailto:sponsorships@bmaminnesota.org), or contact the Sponsorship Chair listed on our website.

### BMA MINNESOTA MISSION

The Minnesota Chapter of the national Business Marketing Association helps members improve their ability to manage B2B marketing and communications for greater productivity and profitability by providing unique access to information, ideas and peer experience. BMA Minnesota is committed to providing members with educational and networking opportunities that will enhance their careers.

## bmaminnesota.org

<sup>1</sup> Sponsor to supply banner according to the following specifications:

Width: 380 pixels, height: 250 pixels. File format: .jpg or .png. If no banner is supplied, BMA MN will default to displaying sponsor's logo.

<sup>2</sup> Table drop guidelines: Content of table drop must provide actionable or applicable information for B2B corporate marketing communications professionals.

Table drop must be submitted to BMA for approval prior to the event. BMA reserves the right to reject any material at its sole discretion. Sponsor is responsible for supplying copies to BMA (125 copies suggested per event) – BMA will not print on sponsor's behalf. Sponsor is responsible for delivery of copies to event venue.

<sup>3</sup> See complete guest blog guidelines at <http://www.bmaminnesota.org/blog/bma-mn-blog-guidelines>

The 2015 sponsorship benefits represented in this brochure are subject to change at any time.

This brochure is provided courtesy of Tartan Marketing and General Marketing Solutions.

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