

**MINNESOTA
CHAMBER OF
COMMERCE**

GROWING MINNESOTA

SPONSORSHIP AND MARKETING OPPORTUNITIES

We can help you grow your bottom line



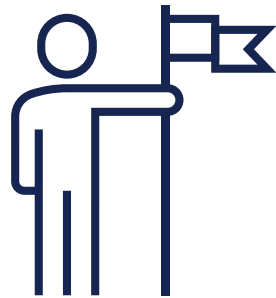
SPONSORSHIP OPPORTUNITIES

The Minnesota Chamber can help you hit your marketing goals with maximum exposure.

The Minnesota Chamber is a statewide organization representing more than 6,300 businesses – and more than half a million employees – throughout Minnesota. The chamber builds on its 100-year legacy as the voice of business by advancing public policy that grows jobs and the economy, and providing valuable services to its members so they stay and grow in Minnesota. A business climate that allows for innovation and forward-thinking leadership will help grow the strength of Minnesota's economy for generations to come.



Our members represent more than half a million of Minnesota's talented workforce.



Guests at our events are decision-makers at top businesses all over the state.



Our publications reach inboxes of nearly 11,000 business leaders from every industry and type of company, from family-owned to Fortune 500.

The Minnesota Chamber is the largest broad-based business organization in the state.

Our vision is a future for business that improves the lives of all Minnesotans.

Minnesota Chamber members say: **SPONSORSHIPS DELIVER VALUE**



NICHOLE MITCHELL
Chief Operating Officer
Allina Health | Aetna

"Minnesota Chamber staff is top quality and very attuned to helping members thrive. Joining can open the door to many opportunities. The Chamber has its finger on the pulse of the business community in both the Twin Cities and in Greater Minnesota. Our membership has enabled us to meet new business contacts, exchange ideas, strengthen existing relationships and enhance our brand with members, which is critical for us as a startup joint venture in the Twin Cities health care space. I look forward to future involvement with the Chamber and the positive impact on my organization."



ALISSA HENRIKSEN
President and Co-Owner
Grey Search + Strategy

"As a small business owner, my personal involvement in the Minnesota Chamber is key. I also like to be in front of the membership to let them know about my business. By sponsoring the year-round Women In Business series, Workforce Solutions Forum in the spring and Manufacturers' Summit in the fall, I am in front of Chamber members almost on a monthly basis connecting with members and building my business brand."



BRET WEISS
President and CEO
WSB

"WSB has found great value in our partnership with the Minnesota Chamber. We are proud to sponsor the Chamber's Leadership Minnesota and Leaders Lab programs. These programs are amazing and have allowed us to share our services and business operations with business leaders throughout Minnesota. The Chamber offers other creative sponsorship opportunities and recently we've worked closely with them to develop the WSB Board Room in the Chamber's office. This room is a unique WSB branding opportunity to show our support for the Chamber."

EVENT RATE CARD

EVENT	DATE	LOCATION	SPONSORSHIP RANGES
SIGNATURE EVENT Annual Meeting	November 19, 2020	Omni Hotel at Viking Lakes Eagan	Title Sponsor - \$15,000 Premier Sponsor - \$10,000 Event Sponsor - \$7,500 Registration Sponsor - \$4,000 General Sponsor - \$2,500
Chamber 101	Fall 2020 Winter 2021 Spring 2021	Virtual and in-person	Title Sponsor - \$4,000
SIGNATURE EVENT Chamber Day at the Capitol	Winter/Spring 2021	Minnesota State Capitol	Title Sponsor - \$5,000 Premier Sponsor - \$2,500 Lottery Headquarters Sponsor - \$1,500 Event Sponsor - \$1,000 Association Sponsor - \$700
Golf Tournament	Summer 2021	Metro	Back and Front Nine Sponsor - \$4,000 Corporate Sponsor - \$1,600 Hole Sponsor - \$800 Driving Range Sponsor - \$600 Putting Green Sponsor - \$600 Bag Drop Sponsor - \$300
Manufacturers' Summit	October 6, 2020	Inwood Suites, Oakdale	Title Sponsor - \$5,000 Premier Sponsor - \$2,500 Registration Sponsor - \$1,500 Event Sponsor - \$1,000
MN Supplier Match Roundtable	Quarterly	Virtual and in-person	Title Sponsor - \$10,000 Registration Sponsor - \$3,000 Event Sponsor - \$1,000

EVENT RATE CARD CONT.

EVENT	DATE	LOCATION	SPONSORSHIP RANGES
SIGNATURE EVENT Session Priorities	January 6, 2021	Hilton Minneapolis	Title Sponsor - \$20,000 Platinum Sponsor - \$10,000 Diamond Sponsor - \$10,000 Gold Sponsor - \$6,500 Silver Sponsor - \$4,300 Issue Briefing Sponsor - \$3,000 Bronze Sponsor - \$2,200
SIGNATURE EVENT Statewide Policy Tour	Twice a year - Average 15 stops	Statewide	Title Series Sponsor - \$12,000 Fall Statewide Sponsor - \$2,000 Winter Statewide Sponsor - \$2,000
Tales on Tap	Quarterly	Various locations	Title Series Sponsor - \$4,000 Registration Sponsor - \$1,000 Venue Sponsor - Determined by Sponsor Item Sponsor - Determined by Sponsor
Washington D.C. Fly-In	June 2021	Washington, D.C.	Title Sponsor - \$5,000 Premier Sponsor - \$4,000 Event Sponsor - \$2,500
Webinars and Webcasts	Periodic, topic-based	Virtual	One webinar - \$1,000
Women in Business, Conference	Quarterly	Various locations	Title Series Sponsor - \$12,000 Registration Sponsor - \$5,000 Premier Sponsor - \$2,500 Event Sponsor - \$1,000
Workforce Solutions Forum	Fall 2021	TBD	Title Sponsor - \$3,500 Registration Sponsor - \$2,500 Premier Sponsor - \$2,000 Event Sponsor - \$1,000

Annual Meeting

The Annual Meeting is a forum examining Minnesota's economy and the political landscape that influences how business can keep and grow jobs throughout the state. This annual signature event of the Minnesota Chamber draws nearly 400 business leaders, representing businesses from every industry and corner of the state. Attendees hear expert speakers, real-world business solutions and grow their in-person networks. A high-level national or Minnesota-based expert in business or politics keynotes the lunch following the morning program.

Guest count

400



Attendees

75%



Mid-large-sized
businesses

70%



C-suite and
director level

38%



Finance and
insurance
companies



Previous speakers include:
Neel Kashkari, other economic
and political experts



Annual Meeting

The Minnesota Chamber's annual forum to lay out the state of business and policy in Minnesota.

BENEFITS	Title Sponsor	Premier Sponsor	Event Sponsor	Registration Sponsor	General Sponsor
Sponsorships available	1	3	3	1	Unlimited
BRANDING					
Company profile in program	100 words	75 words			
Logo on event agenda	x				
Listing in event agenda		x	x	x	x
Logo on attendee giveaway	x				
Logo on event webpage	x	x	x	x	x
Logo on PowerPoint	x	x	x	x	x
Name mentioned on social media	x				
EVENT					
Introduce keynote speaker	5 min.				
Opportunity to distribute sponsor provided lanyards				x	
Podium recognition	x	x	x	x	x
Preferential seating	x	x	x	x	x
All day registrations	10	5	5	2	2
NEW BUSINESS GENERATION					
Attendee list (name, company, contact information)	x	x			
First right of refusal for following year	x	x	x	x	x
Opportunity to distribute promotional material	x	x	x	x	
INVESTMENT	\$15,000	\$10,000	\$7,500	\$4,000	\$2,500

Omni Hotels of Viking Lakes, Eagan | November 19, 2020 | 10:00 a.m. - 1:30 p.m.

Chamber 101

Chamber 101 engages new and existing members by educating them on Minnesota Chamber products and services. They learn new ways to get the most out of their memberships to help them grow their networks and strengthen their economic standing in Minnesota. It's the perfect opportunity for business leaders to meet with Chamber staff while networking with their peers.

Guest count

50-70

Attendees

75%



Small business

60%



C-suite and
director level



Speakers include: Minnesota Chamber President and executive team

Chamber 101

New and existing members learn how to leverage their membership
with Chamber products and services.

BENEFITS	Title Series Sponsor
BRANDING	
Logo on each slide of PowerPoint event website	x
Logo on event website	x
Name mentioned in confirmation email to all Session Priorities guests for winter event	1,700 guests
Name mentioned on social media	x
Signage outside meeting room	x
Logo used in recorded webinar for six months	x
EVENT	
Exclusive	x
Introduce President of Minnesota Chamber of Commerce	x
Opening presentation for all three Chamber 101s	5 min
Registrations to Session Priorities event	2
NEW BUSINESS GENERATION	
Attendee list (name, company, contact name)	x
Display booth	Spring event only
First right of refusal for following year	x
INVESTMENT	\$4,000

Chamber Day at the Capitol

Chamber Day at the Capitol is your chance to represent business issues to Minnesota's lawmakers. This signature event of the Minnesota Chamber brings more than 100 business leaders from every corner of the state to the Capitol in St. Paul. Attendees hear from high-profile speakers – both in the political arena and with real-world business experience – about how public policies can help or hinder growth for Minnesota's economy. Join your peers from across the state and speak one-on-one with legislators, and make a difference in the future of Minnesota's business climate.

Guest count

100+

Attendees

70%



Small business

60%



C-suite and
director level



Speakers include: Legislators, member
organization executives.



Chamber Day at the Capitol



The annual opportunity to bring business leaders and legislators together to create a better business climate.

BENEFITS	Title Sponsor	Premier Sponsor	Lobby Head-quarters Sponsor	Event Sponsor	Association Sponsor
Sponsorships available	1	2	1	Unlimited	Unlimited
BRANDING					
Logo on event website	x	x	x	x	x
Logo on sponsor-provided lanyards, co-branded if possible	x				
Logo napkins at reception	x				
Name mentioned on social media	x				
EVENT					
P rearranged legislative appointments	x	x	x	x	x
Podium time prior to breakouts	4 min.	2 min.			
Registrations	10	5	2	2	1
NEW BUSINESS GENERATION					
Attendee list (name, company, contact information)	x				
Attendee list (name and company)		x	x	x	x
First right of refusal for following year	x	x	x	x	x
Greet guests upon arrival	x				
Greet guests as they visit lobby headquarters			x		
Opportunity to distribute promotional material	x	x	x	x	x
INVESTMENT	\$5,000	\$2,500	\$1,500	\$1,000	\$700

Golf Tournament

The Chamber's annual golf tournament is the perfect opportunity to network with peers and conduct business outside the office. The tournament has earned a reputation for its on-time play and is always hosted at one of the state's premier venues.

Guest count

100+



Attendees

75%

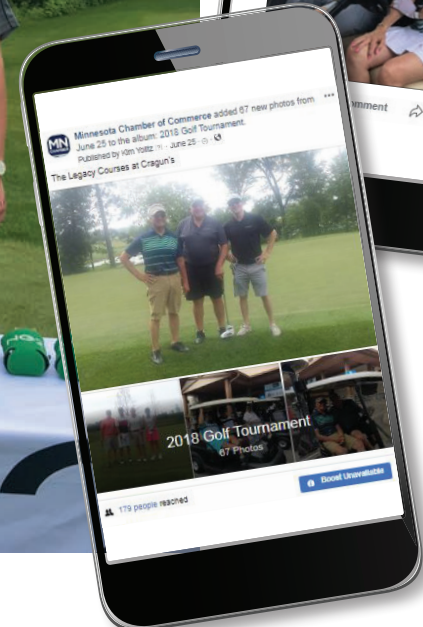
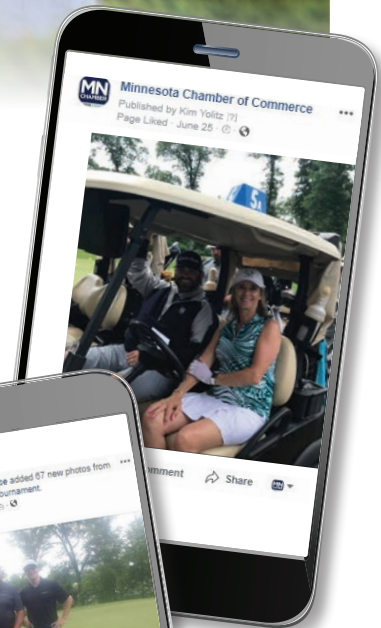


Mid-large-sized
businesses

80%



C-suite and
director level



Golf Tournament

An annual opportunity to do business outside the office while playing golf at one of the state's premier courses.

BENEFITS	Back and Front 9 Sponsor	Corporate Sponsor	Hole Sponsor	Driving Range Sponsor	Putting Green Sponsor	Bag Drop Sponsor
Sponsorships available	2	Up to 16	Up to 16	1	1	1
BRANDING						
Logo on banner in high visibility area	x					
Logo on event program	x					
Logo on event website	x	x	x	x	x	x
Logo on special hole or tee sponsor sign	x	x	x	x	x	x
Name mentioned on social media	x					
EVENT						
Company name engraved on trophy	x					
Lunch	8	4	2			
Exclusive sponsor to hole or area	x	x	x	x	x	x
Golf cart	4	2	1			
Reception registrations	8	4	2	1	1	
Presentation	5 min.					
Registrations to golf	8	4				
Verbal recognition at podium	x	x	x	x	x	x
NEW BUSINESS GENERATION						
Attendee list (name, contact information)	x					
Attendee list (name, company)		x	x	x	x	x
First right of refusal for following year	x	x	x	x	x	x
Opportunity to distribute promotional items	x	x	x	x	x	x
INVESTMENT	\$4,000	\$1,600	\$800	\$600	\$600	\$300

Manufacturers' Summit

The Minnesota Chamber's Manufacturers' Summit is an annual event that celebrates successes and underscores challenges in Minnesota's thriving manufacturing sector. Business leaders hear the latest trends in manufacturing and delve deep into integral issues to growing jobs and prosperity in Minnesota. This summit is a great opportunity to connect manufacturers with vendors.

Guest count

200+



Attendees

80%



**Mid-large-sized
businesses**

70%



**C-suite and
director level**



**Speakers include: Innovative manufacturers,
national and state leaders**



Manufacturers' Summit

Annual event highlighting successes, trends and challenges in the state's robust manufacturing sector.

BENEFITS	Title Sponsor	Premier Sponsor	Registration Sponsor	Event Sponsor
Sponsorships available	1	5	1	Unlimited
BRANDING				
Logo in printed program	x	x	x	x
Logo on event signage	x	x	x	x
Logo on event website	x	x	x	x
Logo on PowerPoint	x	x	x	x
Name mentioned on social media	x			
Sponsor provided lanyards distributed at registration			x	
Opportunity to greet guests upon arrival	x		x	
EVENT				
Opportunity to announce keynote speaker	x			
Preferential seating at lunch	x	x	x	x
Registrations to the event	16	8	4	4
Sponsor ribbons	x	x	x	x
BUSINESS GENERATION				
Attendee list {name, company}	x	x	x	x
Attendee list {name, company, contact information}	x			
First right of refusal for following year	x	x	x	x
Opportunity to distribute promotional material	x	x	x	x
INVESTMENT	\$5,000	\$2,500	\$1,500	\$1,000

October 6, 2020 | 10:00 a.m. - 1:30 p.m. | Inwood Suites, Oakdale

MN Supplier Match Roundtable

MN Supplier Match Roundtable highlights the state's robust supply chain and opportunities to increase business-to-business activity throughout the state. Businesses learn about a searchable database of Minnesota suppliers representing all industries and types of companies, and companies can identify suppliers closer to home. MN Supplier Match is an initiative of the Grow Minnesota! Partnership, the Minnesota Chamber's private-sector business retention and expansion program.

Guest count

70+



Attendees

75%



Small business

65%



C-suite and
director level



Speakers include: Business leaders
from across Minnesota's supply chain

MN Supplier Match Roundtable

An opportunity to better understand Minnesota's robust supply chain and increase business-to-business activity throughout the state.

BENEFITS	Title Sponsor	Registration Sponsor	Event Sponsor
Sponsorships available	1	1	Unlimited
BRANDING			
Logo on event website	x	x	x
Logo on every slide of PowerPoint	x		
Logo on PowerPoint	x	x	x
Name mentioned on social media	x		
EVENT			
Industry exclusive	x		
Events included	4	4	1
Name recognition at podium	x	x	x
Registrations per event	4	2	2
Sponsor ribbon	x	x	x
NEW BUSINESS GENERATION			
Attendee list (name, company, contact information)	x		
Display table (if not virtual)	x	x	x
First right of refusal for following year	x	x	x
Opportunity to distribute promotional material and takeaways (if not virtual)	x	x	x
Opportunity to participate in activities	x	x	x
Opportunity to distribute sponsor lanyard at registration (if not virtual)		x	
INVESTMENT	\$10,000	\$3,000	\$1,000

Various locations | Quarterly | Various times of day

Session Priorities

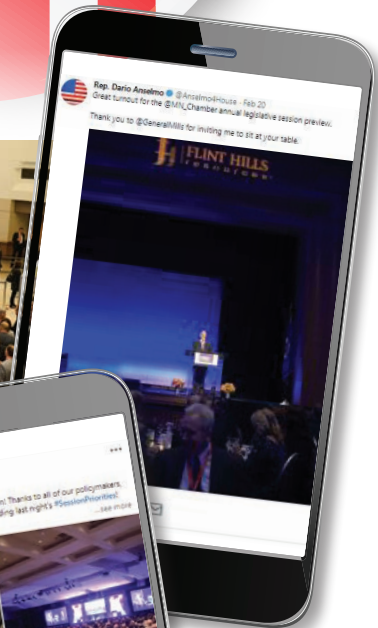
Session Priorities is the Minnesota Chamber's biggest and highest-profile event of the year. It is the unofficial kickoff of the legislative session, bringing together the governor, bipartisan legislative leaders and a sellout crowd of nearly 2,000 elected officials and business leaders from throughout Minnesota. Attendees have the opportunity to hear a preview of the session from those who set the agenda, hear the Chamber's legislative priorities, and network with influencers in the policy arena.



Guest count

Nearly

2,000



Attendees

80%



of the Minnesota
Legislature

85%



Mid-large sized
businesses

90%



Decision makers



Speakers include:
Minnesota's governor
and Leadership of the
Senate and House



Session Priorities

Our largest gathering of business and state public policy leaders for reception, dinner and program.

BENEFITS	Title Sponsor	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Issue Briefing Sponsor	Bronze Sponsor
Sponsorships available	1	1	2	18	23	1	Unlimited
BRANDING							
Custom go-bo with logo placed on stage	x						
Listing in table program		x	x	x	x		x
Logo in table program	x						
Logo on event website	x	x	x	x	x	x	x
Logo on looping PowerPoint	x						x
Logo on sponsor provided lanyard		x					
Name mentioned on social media	x						
EVENT							
Complimentary coat check tickets	20	10	10	10			
Drink tickets (per guest)	2	2	2	2	1		
Preferential seating	x	x	x	x	x		x
Registration to event	20	10	10	10	10	2	5
Complimentary wine service tableside during dinner	x	x	x	x			
NEW BUSINESS GENERATION							
Attendee list (name, company, contact information)	x						
First right of refusal for following year	x	x	x	x	x	x	x
Greet guests upon arrival	x						
INVESTMENT	\$20,000	\$10,000	\$10,000	\$6,500	\$4,300	\$3,000	\$2,200

January 6, 2021 | 4:00 p.m. – 9:00 p.m. | Hilton Minneapolis

Statewide Policy Tour

The **Statewide Policy Tour** is a semiannual opportunity to hear how the legislative decisions affects business in Minnesota, and to make your voice heard in the process. This signature event of the Minnesota Chamber includes more than 30 stops throughout the state and features Chamber policy experts, local leaders and businesses from every industry and region.

**SIGNATURE
EVENT**

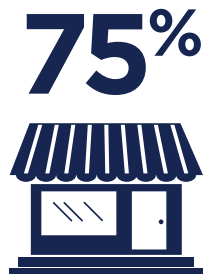


Guest count

30+
per stop
average of 15 stops
on each tour



Attendees



Small business



C-suite and
director level



Finance and
insurance
companies



Speakers include:
Minnesota Chamber
executives, staff experts



Statewide Policy Tour

A semiannual tour outlining critical issues facing the Legislature and business community.

BENEFITS	Title Sponsor	Fall Statewide Sponsor	Summer Statewide Sponsor
BRANDING			
Logo on event website	x	x	x
Logo on PowerPoint	x	x	x
Name mentioned on social media	x		
EVENT			
Industry exclusive within sponsorships	x		
Podium recognition	x		
NEW BUSINESS GENERATION			
Attendee lists (name, company, contact information)	x	x	x
First right of refusal for following year	x	x	x
Greet guests upon arrival	x		
Industry exclusivity with other sponsors	x		
INVESTMENT	\$12,000	\$2,000	\$2,000

Winter: Multiple statewide locations | November/December | Various times of day

Summer: Multiple statewide locations | June | Various times of day

Tales on Tap

Tales on Tap is a series of after-hour get-togethers to learn the impressive stories behind a collection of some of Minnesota's most innovative companies. Attendees gain special insight on fellow Minnesota Chamber member company operations from the owners and top-level managers. Plus, it's an opportunity to unwind from the workday and connect with other business professionals.



Guest count

50+



Attendees

55%



Small business

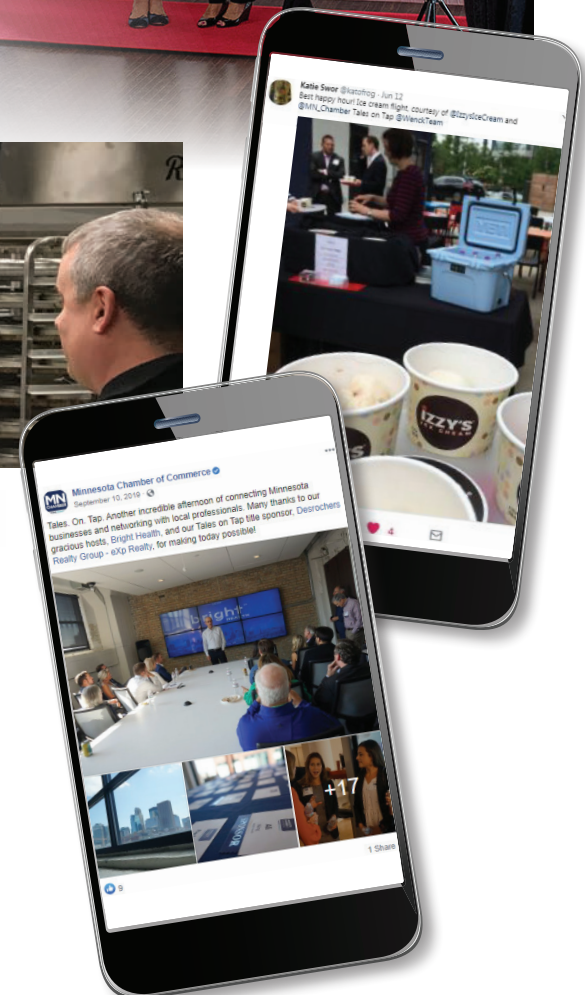
65%



C-suite and
director level



Speakers include:
Executives from impressive member organizations



Tales on Tap

After-hour get-togethers to network with business leaders while learning the impressive stories behind innovative companies.

BENEFITS	Title Series Sponsor	Registration Sponsor	Venue Sponsor	Item Sponsor
BRANDING				
Logo on event webpage	x	x	x	x
Name mentioned on social media	x		x	x
EVENT				
Opportunity to distribute sponsor provided lanyards	x	x	x	
Number of events	4	4	1	1
Name recognition at podium	x	x	x	x
Opportunity to introduce keynote speaker	x			
Registrations	4	2	2	1
Sponsor ribbon	x	x	x	x
NEW BUSINESS GENERATION				
Attendee lists (name, company, contact information)	x			
Display table	x	x	x	x
First right of refusal for following year	x	x		
Opportunity to distribute promotional material	x	x	x	x
INVESTMENT	\$4,000	\$1,000	Determined by sponsor	Determined by sponsor

Various locations | Quarterly | Various times of day

Washington, D.C. Fly-In

This annual fly-in is a premier event for business leaders to raise the visibility of Minnesota in our nation's capital while exploring key issues integral to growing Minnesota's economy. They have the opportunity to advocate and promote their own business priorities with federal elected officials. This three-day event includes a reception and dinner specifically for the Minnesota delegation, meetings with key officials and agencies, and appointments with members of Minnesota's congressional delegation.



Guest count

50+



Attendees

75%



Mid-large sized
businesses

80%



C-suite and
director level



**Speakers include: Minnesota's
federal delegation, Chamber
member organizations**



Washington, D.C. Fly-In

Annual opportunity for business leaders to meet with federal lawmakers and advance key issues integral to growing their companies and the Minnesota economy.

BENEFITS	Title Sponsor	Premier Sponsor	Event Sponsor
BRANDING			
Logo on event signage when applicable	x	x	
Logo on event website	x	x	x
Logo on promotional email blasts	x	x	x
Name mentioned on social media	x		
EVENT			
Address group at breakfast meeting	x	x	x
Exclusive	Minnesota Dinner	Opening Reception	
Introduce keynote when applicable	x		
Registrations	2	1	1
Sit with honored guest or speaker if applicable	x		
NEW BUSINESS GENERATION			
Attendee list (name, company, contact information)	x		
First right of refusal for following year	x	x	x
INVESTMENT	\$5,000	\$4,000	\$2,500

Webinars and Webcasts

Webinars and webcasts are a great way to reach audiences virtually with the same great programming as other Minnesota Chamber events. Since the outbreak of COVID-19, Chamber audiences have heard from high-level speakers – federal and state elected officials and experts in employment law and other business practices to help move the economy forward, despite COVID-19-related challenges. As Minnesota’s economy emerges from this crisis, the Chamber will continue to offer webinars and webcasts, to ensure members have access to important, timely content relevant to their business and the economy.



Guest count

Between
250-1,000

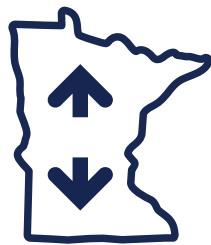


Attendees

60%



Executive-level



Statewide
participation



Speakers include:
Neel Kashari, President and CEO,
Minneapolis Federal Reserve



Webinar and Webcast Sponsorship

Periodic updates on timely topics provided virtually.

BENEFITS	Webinar Sponsor
Exclusive sponsor of webinar	x
BRANDING	
Logo placement beginning and end of webinar	x
Logo placement on webinar registration page	x
Logo on confirmation email sent to attendees	x
Sponsor provided high quality video as commercial to webinar (optional)	60 seconds or less
DETAILS	
Amount of webinars	1
Expected viewership (content depending)	250-1,000 attendees
Impressions	60,000
Logo	jpg or png
LEAD GENERATION	
Attendee list with name, company and contact information	x
INVESTMENT	\$1,000

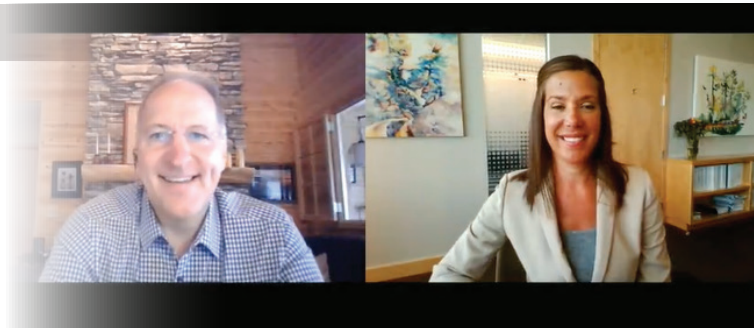
Women in Business

Women in Business is a quarterly series designed to engage women business leaders in public policy. It's an excellent opportunity for women to network with their peers while learning the importance of issues critical to growing their companies and the state's economy. Programs are entertaining, enlightening and educational all at the same time. The Women in Business Conference is held annually.



Guest count

200
each



Attendees

65%



Small business

70%



C-suite and
director level

38%



Finance and
insurance
companies



Speakers include:
Elected officials, stand-out
women business leaders



Women in Business

A quarterly forum examining how women in the business community can impact our society by taking part in the public policy process.

BENEFITS	Title Series Sponsor	Registration Sponsor	Premier Sponsor	Event Sponsor
Sponsorships available	1	1	4	Unlimited
BRANDING				
Logo on event website	x	x	x	x
Logo on luncheon signs	x	x	x	x
Logo on PowerPoint	x	x	x	x
Name mentioned on social media	x		x	
EVENT				
Number of events	4	4	1	1
Podium time	5 min			
Registrations	8	2	6	4
Sponsor ribbon	x	x	x	x
NEW BUSINESS GENERATION				
Attendee list {name, company, contact info}	x			
Display table	x	x	x	x
First right to refusal for following year	x	x	x	x
INVESTMENT	\$10,000	\$2,500	\$5,000	\$1,000

Conference

BENEFITS	Premier Sponsor	Event Sponsor
Sponsorships available	4	Unlimited
BRANDING		
Logo on event website	x	x
Logo on luncheon signs	x	x
Logo on PowerPoint	x	x
EVENT		
Registrations	6	2
Sponsor ribbon	x	x
NEW BUSINESS GENERATION		
Attendee list {name, company}	x	x
Display table	x	x
First right to refusal for following year	x	x
INVESTMENT	\$3,500	\$2,000

Various locations | Quarterly | Various times of day

Workforce Solutions Forum

The Workforce Solutions Forum is an annual opportunity to bring business leaders together to explore and share ideas on how best to meet the state's worsening shortage of skilled workers. Attendees hear firsthand from companies of all sizes and types about the innovative ways of attracting and retaining employees. They learn how to broaden their search to include traditionally underused talent pools. Learn the latest initiatives of the Minnesota Chamber Foundation's Center for Workforce Solutions.

Guest count

200+



Attendees

75%



Small business

80%



C-suite and
director level &
HR Professionals



Speakers include: National, Minnesota business leaders, including Mehdi Miremadi, partner, McKinsey & Company (pictured)



Workforce Solutions Forum

Annual opportunity that brings business leaders together to explore and share innovative ideas and practices on attracting and retaining skilled workers.

BENEFITS	Title Sponsor	Premier Sponsor	Registration Sponsor	Event Sponsor
Sponsorships available	2	3	1	Unlimited
BRANDING				
Logo on event website	x	x	x	x
Logo on PowerPoint	x	x	x	x
Name mentioned on social media	x	x	x	x
EVENT				
Name recognition at podium	x	x	x	x
Registrations	8	4	2	2
Sponsor ribbon	x	x	x	x
NEW BUSINESS GENERATION				
Attendee list (name, company)		x	x	x
Attendee list (name, company, contact information)	x			
Display table	x	x	x	x
First right to refusal for following year	x	x	x	x
Opportunity to distribute promotional material	x	x	x	x
INVESTMENT	\$3,500	\$2,500	\$2,000	\$1,000

Opportunities Rate Card

The Minnesota Chamber's marketing opportunities give you a chance to put your brand in front of a targeted business audience of decision-makers. Our e-publications not only reach an effective audience, but their open and click rates meet industry standards of engagement.

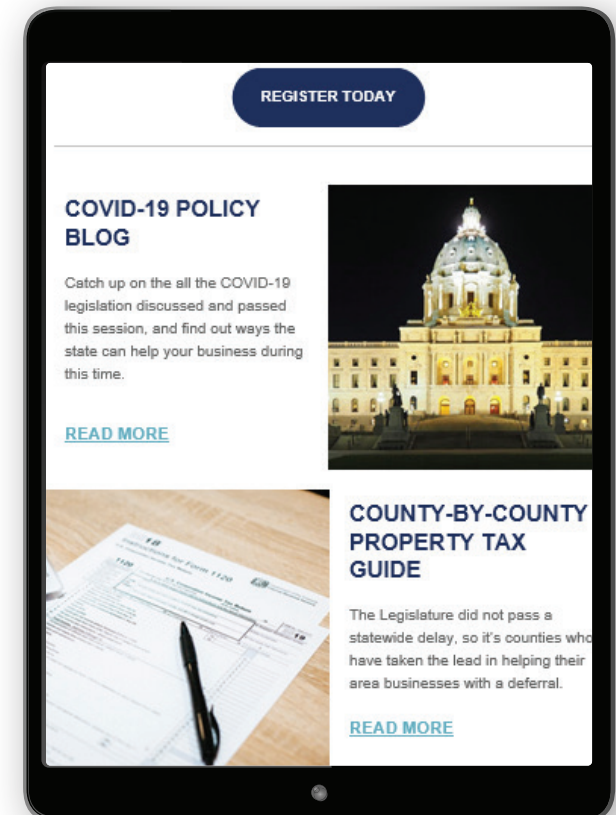
OPPORTUNITIES	DETAILS	INVESTMENT
DIGITAL COMMUNICATIONS		
At the Capitol e-publication	Open Rate: 19% Click Rate: 1%	Above the fold - \$2,500 Below the fold - \$1,000
Banner Ad on mnchamber.com	5,000 visits monthly	Home Page banner - \$5,000 Specific page banner - \$1,000
Grow Minnesota! Partnership quarterly, annual reports	Print and online copy distributed to 40,000 individuals	Year-round - \$3,500 Half-year - \$2,000
Minnsider Views e-publication	Open Rate: 23% Click Rate: 2%	Above the fold - \$3,000 Below the fold - \$1,000 Members spotlight - \$1,000
Morning Digest e-publication	Open Rate: 27% Click Rate: 16%	Top Banner Sponsor (12 weeks) - \$7,000 Center Banner Sponsor (12 weeks) - \$4,000
Our Events e-publication	Open Rate: 19% Click Rate: 1%	Above the fold - \$5,000 Below the fold - \$2,000
Small Business Connect e-publication	Open Rate: 23% Click Rate: 2% Sent six times a year to 3000+	Banner Sponsor (one year) - \$5,000 Guest writer - \$1,000
UNIQUE OPPORTUNITIES		
Minnesota Chamber Meeting Rooms	50-person capacity 16-person capacity	Large Conference Room - \$5,000 (a year) Policy Conference Room - \$3,500 (a year)

The average communication baseline in the U.S. is 16.7% open rate and 1.3% click rate.

At The Capitol e-Publication

At the Capitol helps keep reader up to date on critical discussions impacting the business community at the Legislature. This e-publication is distributed weekly during each legislative session and at the conclusion of special sessions. It is sent to nearly 10,000 people.

BENEFITS	Above the Fold	Below the Fold
Sponsorships available	1	1
STATS		
Click rate	5%	5%
Impressions	133,000	63,000
Open rate	23%	23%
DETAILS		
First right of refusal for following year	x	x
Logo	Estimated 19	Estimated 19
Number of issues	Above the fold	Below the fold
Placement in ad	Upper middle	Upper right
Specs	600 x 125	600 x 125
URL link	x	x
INVESTMENT	\$2,500	\$1,000



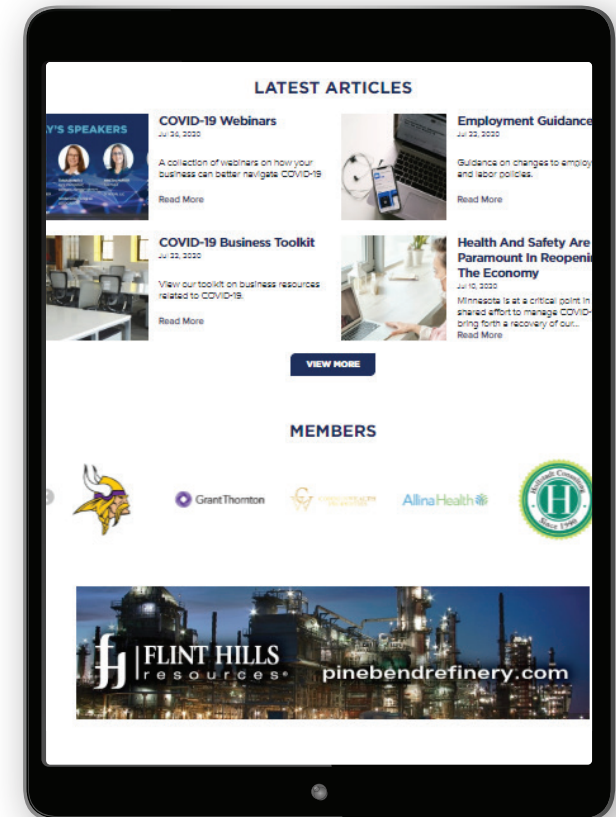
DISTRIBUTION

Once a week during the legislative session | Estimated 19 weeks in 2019

Banner Ad on mnchamber.com

The Minnesota Chamber completely revamped the website in 2019, focusing on offering substantive content for businesses throughout the state. Since the onset of COVID-19, our site has experienced a 130% increase in traffic (unique page views) to the site. We will continue to add meaningful resources and connections for business to this site to continue this increased exposure over time.

BENEFITS	Home Page Banner Ad	Logo on Home Page	Specific Page Banner Ad
Number available	1	15	1 per page
STATS			
Clicks	144	72	Varies
Impressions	60,000+	70,000+	Varies
DETAILS			
Banner size	970x250		970x250
First right of refusal for following year	x	x	x
Duration	1 year	1 year	1 year
URL Link	x	x	x
INVESTMENT	\$5,000	\$3,000	\$1,000



VISIBILITY

24/7/365

Grow Minnesota! Partnership

Quarterly and Annual Reports

Keep abreast of the Grow Minnesota! Partnership, our distinctive statewide business retention and assistance program that operates in conjunction with more than 70 local partners.

BENEFITS	Year Round Sponsor	Half Year Sponsor
Sponsorship available	1	2
STATS		
Online Clicks	12 months	6 months
Print Impressions	160,000	80,000
DETAILS		
Ad size	3.25 x 3.75	3.25 x 3.75
First right of refusal for following year	x	x
Logo	jpg or eps	jpg or eps
Number of editions	4	2
Online presence	12 months	6 months
Placement in ad	Back page - Quarter section	Back page - Quarter section
INVESTMENT	\$3,500	\$2,000

DISTRIBUTION

Printed: Four times per year | Online: Three-month rotation

Minnsider Views e-Publication

This bi-monthly newsletter spans the Chamber's programs, services and events, from A to Z. It is distributed to the entire database of nearly 10,000 individuals and features opportunities to grow your business, learn about the ever-changing economy and how to help improve the business climate for all.

BENEFITS	Above the Fold	Below the Fold	Member Spotlight
Sponsorships available	1	1	12
STATS			
Click Rate	7%	7%	
Impressions	84,000	42,000	
Open rate	25%	25%	
DETAILS			
Banner size	600 x 125	600 x 125	600 x 125
First right of refusal for following year	x	x	x
Logo			jpg or eps
Number of issues	12	12	1
INVESTMENT	\$3,000	\$1,000	\$1,000



DISTRIBUTION

12 times a year

Morning Digest e-Publication

This steadfast e-publication has been a member-favorite for years. Each day, it highlights the headlines impacting businesses throughout the state. It carries the highest open and click rate of any Chamber e-publication, well above the industry standard.

BENEFITS	Top Banner Sponsor	Center Banner Sponsor
Number available	4	4
STATS		
Banner click rate	4 times a week	2 times a week
Click rate	16%	16%
Impressions	420,000	210,000
Number of editions	60	60
Open rate	27%	27%
DETAILS		
Banner size	600 x 75	600 x 75
Duration	12 weeks	12 weeks
First right of refusal for following year	x	x
Logo	eps.	eps.
Number of editions	60	60
INVESTMENT	\$7,000	\$4,000



DISTRIBUTION
Every business day

Our Events e-Publication

This weekly email summarizes upcoming opportunities to learn, connect and grow with other businesses through Minnesota Chamber events. Whether they're in-person or virtual, our events draw key demographics to whom you should market your brand. The events email has a higher repetition than other e-publications, is received by nearly 10,000 people and carries above-industry-standard engagement rates.

BENEFITS	Above the Fold	Below the Fold
Sponsorships available	1	1
STATS		
Click rate	1%	1%
Impressions	133,000	63,000
Open rate	22%	22%
DETAILS		
First right of refusal for following year	x	x
Number of issues	12	12
Placement in ad	Above the fold	Below the fold
Specs	600 x 125	600 x 125
URL link	x	x
INVESTMENT	\$5,000	\$2,000



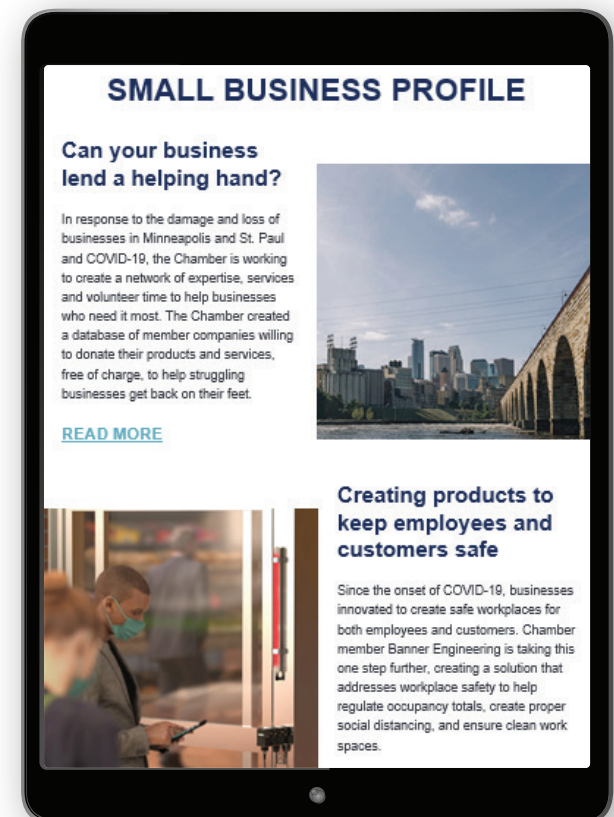
DISTRIBUTION

Thursdays

Small Business Connect e-Publication

Small Business Connect is a bi-monthly e-publication that allows you to harness the unique power of the Minnesota Chamber's small business connections. More than 75 percent of Chamber members have 100 employees or fewer.

BENEFITS	Year Round Sponsor	Guest Writer
Sponsorships available	1	6
STATS		
Click rate	2%	15 clicks
Impressions	18,000	18,000
Open rate	23%	23%
DETAILS		
First right of refusal for following year	x	x
Logo	jpg and eps	jpg and eps
Number of editions	All	1
Placement in ad	Upper middle	Everything HR section
Specs	600 x 75	x
URL link	x	x
INVESTMENT	\$5,000	\$1,000



DISTRIBUTION
Bimonthly

Meeting Rooms

BENEFITS	Large Conference Room	Policy Meeting Room
Duration (two year contract)	2 years	2 years
BRANDING		
Custom name plaque on wall	x	x
Host company exclusive meetings complimentary in location	x	x
Naming rights	x	x
DETAILS		
Capacity	50	16
Exclusive sponsor	x	x
LEAD GENERATION		
First right of refusal for Chamber NEW office location in 2021	x	x
Opportunity to leave promotional materials in room	x	x
INVESTMENT (priced per year, three year contract)	\$5,000	\$3,500

Commitment Form

Fulfillment Details				
Name				
Title				
Company				
Phone				
Email				
Sponsorship				
Price				
Logo attached (jpg and eps file)	Yes		No	
Payment information				
Credit card number				Security Code
Name on card				
Billing address	Address		City	State Zip
Signature				

TERMS AND CONDITIONS

DETAILS

Sponsorship is offered on a first-come, first-serve basis. Right of refusals included in sponsorship benefits have 5 business days to confirm.

BRANDING/ LOGOS

If logo is not included in response, a logo on file may be used in its place. Logos not on file or provided will be retrieved from company website. To stay true to company branding, it is recommended to attach logo with response.

PAYMENT

Formal invoice will be issued upon receipt of completed form. The Minnesota Chamber of Commerce will email an electronic invoice for sponsorship to the contact denoted above. Payment due in 30 days to guarantee sponsorship.

Payment is nonrefundable or transferable to other sponsorship.