



MINNESOTA SHOPPING
CENTER ASSOCIATION

MSCA 2024 Advertising/Sponsorship Opportunities – Updated 5.13.24

MSCA is releasing all 2024 advertising/sponsorship via **first come, first served**. You may send in your forms on **Friday, October 6, 2023, at 8 am at the earliest**. Any forms received before 8 am on Friday, October 6, 2023, will not be considered.

Please note that advertising/sponsorship opportunities are not guaranteed. You will be notified by Friday, October 13, 2023, 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) 888-3490 or ktorp@msca-online.com for more information or details.

Checklist:

- Review and determine all the various advertising/sponsorship pricing and opportunities offered by MSCA.

Advertising/Sponsorship Opportunities:

- Professional Showcase
 - MSCA Connection Weekly Blast Email
 - 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 **Friday, October 6** at 8 am at the earliest. *Form(s) submitted before 8 am will not be considered.*

Contact: Karla Keller Torp, Executive Director

Email: ktorp@msca-online.com

Phone: (952) 888-3490

Mail: 8120 Penn Avenue South, Suite 550, 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 13, 2023**. 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) 888-3490 or ktorp@msca-online.com with any questions. Please remember all advertising/sponsorships are on a 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:** _____

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 110 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 _____

MSCA Connection Weekly Blast Email Sponsor

Introducing the exclusive MSCA Connection weekly blast emails! Designed to go out weekly, these engaging emails showcase the latest events, welcome new members, shine a spotlight on members, and provide crucial committee information and updates. For an entire month, your company will take center stage as the emails reach upwards of 600 professionals across industries. Your company's name will be featured in the email subject line, within the email, and your logo, complete with a hyperlink to your website, will be showcased at the bottom of the email. Don't miss out on this great opportunity for exposure!

MSCA Connection Weekly Blast Email 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 _____

STARR_{SM} Awards Sponsorship – Event Date: November 19, 2024

***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 - \$600 per sponsor**

(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 per sponsor**

(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)

MSCA Golf Tournament - Major Sponsorships – Event Date: June 10, 2024

*** Our annual tournament averages 236 golfers, and 150+ sponsors and volunteers. The event is held at Majestic Oaks Golf Club.*

_____ **Breakfast Sponsor - \$850**

A chance to get your company logo in front of golfers at breakfast. 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 our online event recap.

_____ **Door Prize Item Donation**

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

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)