

Minneapolis-St. Paul Chapter CSI Marketing Program



**Minneapolis-St. Paul Chapter
of the
Construction Specifications
Institute**

5353 Wayzata Blvd., Suite 350
St. Louis Park, MN 55416

Tel: 952-564-3044
Fax: 952-252-8096

Participation in the Minneapolis-St. Paul Chapter CSI (MSP) Marketing Program is your company's path to visibility with decision makers in the design and construction industry. Your support also enables the continuation of high-caliber programs and events and networking among all parts of the building team.

The MSP Marketing Program has a variety of options for you to choose from. You can select the marketing vehicles, marketing benefits, recognition opportunities, and participation that best fit your company's needs. Whether it is a Partnership, a Sponsorship or an advertisement opportunity, your participation is valued.

Partnership opportunities at three different levels are offered to provide you the most exposure for your company on the chapter website, in the newsletter, on all email correspondence from the chapter and at meetings and events.

Sponsorship opportunities are available for the Annual Golf Outing and Annual Awards Banquet.

Advertising opportunities are available on the Chapter website or in *Specifics*, the online newsletter.

Partnership Opportunities

Platinum \$1,500	Gold \$1,000	Silver \$750	PARTNERSHIP BENEFITS
X	X	X	Company Logo with link to your website on chapter website
X	X	X	Sponsorship listing in monthly <i>Specifics</i>
X	X	X	Company recognition at CSI sponsored meetings and events
X	X	X	Company listing on the sponsor page of the website
X	X	X	Business Card ad in the advertisement section of the website
X	X		Company ad in the advertisement section of chapter website – ¼ page
X			Company Logo w/link to your website on all email correspondence from chapter
	X		Company Name w/link to your website on email correspondence from the chapter
		X	Company Name on email correspondence from the chapter
X			Hole Sponsorship with sign and course game at the Golf Outing – no golf
4	2		Quarter page ad in monthly <i>Specifics</i>
1			Featured article in monthly <i>Specifics</i>
1			Featured sponsor table at one monthly chapter meeting

Supply a color company logo in a JPEG or GIF format.



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Partnership Opportunities Descriptions

Website Recognition

Partners will be recognized on the homepage of the Chapter website and on the sponsor page of the website.

- Platinum partners will have logos included and link to your website. This level partnership also includes a ¼ page company ad on the chapter website, ad is provided by the company.
- Gold partners will have logos included and link to your website. This level partnership also includes a ¼ page company ad on the chapter website, ad is provided by the company.
- Silver partners will have logos included and link to your website.
- All partners will have a 4-line listing on the sponsor page. The listing will include contact name/company, address, contact information (Phone, Email, and address), products represented and link to your website
- All partners will have a Business Card ad in the Advertisement section of the website

Newsletter Recognition

All Partners will be recognized prominently with their logos on all Newsletters sent for twelve months

- Platinum partners can provide one featured article in monthly *Specifics*

Email Correspondence Recognition

Partners will be recognized prominently on all Email Blasts sent for twelve months

- Platinum partners will include logo w/link to your website
- Gold partners will include company name w/link to your website
- Silver partners will include company name

Programs/Meetings Recognition

- Partners logos are included on a table top sign displayed at all meetings
- Partners logos and ad are included in a PowerPoint presentation at all meetings
- Partner ribbons are placed on the badges of all company members attending a meeting
- Platinum Partners are entitled to a featured sponsor table at one chapter meeting

Advertising Opportunities

WEBSITE - ADVERTISING, PROMOTION

The [chapter website](#) is used as reference by CSI members and non CSI members in the industry alike. Information includes current updates on activities and events, plus links to information, registration, and resources and links to the North Central Region and National CSI websites. Advertisements will run for one year (September – August, request received after August 15th of each year will be prorated – Contact the Chapter Office for more details) on the Business Resources section of website.

Homepage ad - \$400 members/\$750 for non-members

Rotated website ads are available on the home page.

Website Business Resources Section – business card to full page advertisements - \$200-400 members/\$400-\$800 non-members

The chapter website has a section devoted to business resources. There are options to purchase company listings or business card sized ads. The newsletter will also have a link to the Business Resources section of the website.

NEWSLETTER - ADVERTISING, PROMOTION

The chapter newsletter, *Specifics*, is an interactive online newsletter that includes news about chapter events and activities, members, CSI, and the construction industry news, and links to articles, information, and products. It is emailed monthly to over 700 members and subscribers who have asked to be included on the list. Advertisements will run for three consecutive months. (All requests for advertisement must be received by 15th of the month prior to desired month to start publishing)

2016-17



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Business card ad - \$60 members/\$90 non-members

A website page is devoted to business resources. Place your business card here to as a resource to many members and other website users.

1/4 page ad - \$90 members/\$130 non-members

A website page is devoted to business resources. Place your ¼ page advertisement here to as a resource to many members and other website users.

1/2 page ad - \$120 members/\$150 non-members

A website page is devoted to business resources. Place your ½ page advertisement here as a resource to many members and other website users.

One Company article in *Specifics* Newsletter - \$200 members/\$400 non-members

This can be product specific. Includes a title and up to 60 words.

One New product profile or product release in *Specifics* Newsletter - \$100 members/\$200 non-members

Section in the Newsletter is devoted to new product or company releases. Includes a title and up to 60 words.

Sponsorship Opportunities

Sponsorship Description	Available	Annual Cost
<u>Golf:</u>		
Hole Sponsor – includes Hole Sponsorship with sign and Course Game		\$300
Golf Cart Sponsor – sign with your company name and logo on each golf cart	1	\$500
Food Sponsor – your company name and logo on signage at lunch and dinner	4	\$350
<i>ALL Sponsors will be listed on event signage and in the PowerPoint loop shown during dinner.</i>		
<u>Chapter Awards Banquet:</u>		
Award Recipient – specific recognition at event as awards are presented plus 1 complimentary admission for a guest at the event	Varies	\$100
Dessert – your company name prominently displayed on signage at event	4	\$250
Bar Sponsor – your company name prominently displayed on signage at event	2	\$200
<i>ALL Sponsors will be listed on event signage and in the PowerPoint loop shown during dinner.</i>		



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To reserve your spot as an MSP CSI Chapter Partner or Sponsor, please select the category you wish to reserve:

Partnership:

- Platinum \$1,500 Gold \$1,000 Silver \$750

Golf Sponsor:

- Hole \$300 Golf Cart \$500 Food \$350

Chapter Awards Banquet Sponsor:

- Award Recipient \$100 Dessert \$250 Drink Tickets \$200

To order advertisement on the MSP CSI Chapter Web site or Newsletter Specifics please select from the following:

Website Advertising: 12 months

Homepage Ad (attach a copy of advertisement graphic):

- \$400 (non-member \$750)

Business Resource Section:

- Business Card \$200 (\$400) 1/4 Page Advertisement \$450 (\$600) 1/2 Page Advertisement \$550 (\$800) Full Page Advertisement \$750 (\$1500)

Newsletter Advertising: 3 Months

- Business Card: \$60 (\$90) 1/4 Page: \$90 (\$130) 1/2 Page: \$120 (\$150)

One New Product Profile:

- \$100 (\$200)

One New Product Article:

- \$200 (\$400)

The Rebecca Foss Scholarship Fund

Donations to this scholarship fund provide a yearly scholarship to a student at Dunwoody College of Technology studying in a construction related program.

- Amount \$ _____



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PLEASE RETURN THIS PAGE WITH THE FOLLOWING PAYMENT FORM

Please complete the form below:

Company: _____

Sponsorship Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Partnership Company – Please provide Products represented:

All partners will have a 4-line listing on the sponsor page. The listing will include contact name/company, address, contact information (Phone, Email, and address), products represented and link to your website.

Method of Payment:

Please note – benefits will not be provided until payment is made in full.

- Invoice Us
- Check Payable to CSI
- Credit Card - Visa / MC (circle one)

Total Due: \$ _____ (please be sure to total all selected amounts)

Credit Card #: _____ Exp. Date: _____ CSV Code: _____

Name as appears on card: _____

Billing Address, City, State, Zip of the card: _____

Questions: Call Vicky Olson at 952.564.3044 or email volson@intrinxec.com.

Mail completed application and payment to:

CSI • 5353 Wayzata Blvd., Suite 350 • Minneapolis, MN 55416 or email to: volson@intrinxec.com

Thank you for your support of the Minneapolis-St. Paul Chapter of the Construction Specifications Institute.

Your support is greatly appreciated!