



## **Minneapolis-St. Paul Chapter CSI Marketing Program**

### **July 1, 2012 – June 30, 2013**

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. You can select the marketing vehicles, marketing benefits, recognition opportunities, and participation that best fit your company's needs. Whether it is a Partnership opportunity, a Sponsorship opportunity or an advertisement, your participation is valued.

To meet the different needs and budgets of our members, we are pleased to offer three different opportunities for you.

**Partnerships** 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, Annual Awards Banquet and the Emerging Leaders Group.

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

### **Partnership Opportunities**

<b>Platinum \$1,500</b>	<b>Gold \$1,000</b>	<b>Silver \$750</b>	<b>PARTNERSHIP BENEFITS</b>
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

### **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. Please supply a color logo in a JPEG or GIF format. 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. Please supply a color logo in a JPEG or GIF format. 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. Please supply a color logo in a JPEG or GIF format.
- 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

Partners will be recognized prominently on all Newsletters sent for twelve months

- Platinum partners include logo
- Gold partners include logo
- Silver partners includes logo
- Platinum partners provide one featured article in monthly *Specifics*

## Email Correspondence

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

## Meetings

- Partners are included on a banner bug displayed at all meetings
- Partner ribbons designating the level 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

## Sponsorship Opportunities

Sponsorship Description	Available	Annual Cost
<b>Golf:</b> <b>Platinum Sponsor</b> – includes 4 golfers and Hole Sponsorship with sign and Course Game		\$725
<b>Gold Sponsor</b> – includes 2 golfers and Hole Sponsorship with sign and Course Game		\$500
<b>Silver Sponsor</b> – includes Hole Sponsorship with sign and Course Game		\$300
<b>Golf Cart Sponsor</b> – sign with your company name and logo on each golf cart	1	\$750
<b>Food Sponsor</b> – your company name and logo on signage at lunch and dinner	4	\$500
<b>Raffle Prize Sponsor</b> – you provide \$250 cash or item valued at \$250 for the drawing	4	\$250
<i>ALL Sponsors will be listed on event signage and in the PowerPoint loop shown during dinner.</i>		
<b>Chapter Awards Banquet:</b> <b>Award Recipient</b> – specific recognition at event as awards are presented plus 1 complimentary admission for a guest at the event	Varies	\$150
<b>Dessert</b> – your company name prominently displayed on signage at event	2	\$500
<b>Drink Tickets</b> – your company name prominently displayed on signage at event	2	\$500
<i>ALL Sponsors will be listed on event signage and in the PowerPoint loop shown during dinner.</i>		

## Advertising Opportunities

### WEBSITE - ADVERTISING, PROMOTION

The [chapter website](#) is used as reference by members and nonmembers 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 15<sup>th</sup> of each year will be prorated – Contact the Chapter Office for more details) on Advertisement section of website.

#### **Homepage ad - \$550 members/\$900 for non-members**

Rotated website ads are available on the home page.

#### **Interior page ad - \$400 members/\$800 for non-members**

Advertise on various pages on the website (About CSI, Current Events, Certification, etc.)

#### **Website Advertisement Section – business card to full page advertisements - \$300-750 members/\$500-\$1500 non-members**

The chapter website “Advertisement” section is 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 “Advertisement” 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 one month (All requests for advertisement must be received by 15<sup>th</sup> of the month prior to desired month of publishing)

**Business card ad - \$40 members/\$50 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.

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

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

**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.

**1/4 page ad - \$85 members/\$120 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 - \$100 members/\$140 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.

**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 \$750                      \_\_\_ Silver \$500

**Sponsor Golf:**

\_\_\_ Platinum \$725                      \_\_\_ Gold \$500                      \_\_\_ Silver \$300  
\_\_\_ Golf Cart \$750                      \_\_\_ Food \$500                      \_\_\_ Raffle Prize \$250

**Sponsor Chapter Awards Banquet:**

\_\_\_ Award Recipient \$150                      \_\_\_ Dessert \$500                      \_\_\_ Drink Tickets \$500

**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):**

\_\_\_ \$550 (non-member \$900)

**Interior Page Ad (attach a copy of advertisement graphic):**

\_\_\_ \$400 (non-member \$800)

**Advertisement Section:**

\_\_\_ Business Card \$300 (\$500)                      \_\_\_ 1/4 Page Advertisement \$450 (\$600)                      \_\_\_ 1/2 Page Advertisement \$550(\$800)  
\_\_\_ Full Page Advertisement \$750 (\$1500)

**Specifics Newsletter Advertising: Monthly**

**Business Card:**

\_\_\_ \$40 (\$50)

**New Product Profile:**

\_\_\_ \$100 (\$200)

**New Product Article:**

\_\_\_ \$200 (\$400)

**1/4 Page:**

\_\_\_ \$85 (\$120)

**1/2 Page:**

\_\_\_ \$100 (\$140)

**The Rebecca Foss Scholarship Fund**

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

\_\_\_ Amount \$\_\_\_\_\_

**PLEASE RETURN THIS PAGE WITH THE FOLLOWING PAYMENT FORM**

**Please complete the form below:**

Company: \_\_\_\_\_

Sponsorship Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

URL: \_\_\_\_\_

**Partnership Company** – Must 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.**

Please list any special Billing Instructions: \_\_\_\_\_

Invoice Us

Check Payable to CSI

Credit Card please circle one Visa / MC

**Total Due: \$ \_\_\_\_\_ (please be sure to total all selected Partnership, Sponsorships, Advertising and donation amounts)**

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSV Code: \_\_\_\_\_

Name as appears on card: \_\_\_\_\_

Billing Address, City, State, Zip of the card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions: Call Luann Bartley at 952.564.3044 or email [lbartley@intrinxec.com](mailto:lbartley@intrinxec.com)

Mail completed application and payment to: CSI • 5353 Wayzata Blvd., Suite 350 • Minneapolis, MN 55416

Fax to: 952.252.8096 or E-mail to [lbartley@intrinxec.com](mailto:lbartley@intrinxec.com)

***Thank you for your support of the Minneapolis-St. Paul Chapter of the Construction Specifications Institute.  
Your support is greatly appreciated.***