



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

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. 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. Your support also enables the continuation of high-caliber programs and events and networking among all parts of the building team.

**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 all meetings and events. You can sign up any time to start receiving all of the benefits of a partnership.

**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		¼ 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.

#### 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. The 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. The ad is provided by the company.
- Silver Partners will have logos included and link to your website.
- All Partners will have a four 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 12months.

- Platinum Partners can provide one featured article in monthly *Specifics*.

#### Email Correspondence Recognition

Partners will be recognized prominently on all Email Blasts sent for 12 months.

- Platinum Partners will include logo with link to your website.
- Gold Partners will include company name with link to your website.
- Silver Partners will include company name.

#### Programs/Meetings Recognition

- All Partners logos are included on a tabletop sign displayed at all meetings and are included in a PowerPoint presentation at all meetings.
- All 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.

## Sponsorship Opportunities

Sponsorship Description	Available	Annual Cost
<b>Annual Golf Outing:</b>		
<b>Early Bird Discount through December 31, 2013 – Sign Up and Pay Now to receive 10% discount on these opportunities!</b>		
<b>Hole 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	\$500
<b>Food Sponsor</b> – 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>		
<b>Chapter Awards Banquet:</b>		
<b>Award Recipient</b> – specific recognition at event as awards are presented plus one complimentary admission for a guest at the event	Varies	\$100
<b>Dessert</b> – your company name prominently displayed on signage at event	4	\$250
<b>Bar Sponsor</b> – 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>		

## 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 15<sup>th</sup> 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 homepage.

#### **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 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 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 15<sup>th</sup> of the month prior to desired month to start publishing)

#### **Business Card ad - \$60 members/\$90 non-members**

A website page is devoted to business resources. Place your Business Card here 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 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 news releases. Includes a title and up to 60 words.

**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                       Bar Sponsor \$200

**To order advertisement on the MSP CSI Chapter Website or *Specifics* newsletter 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 \$300 (\$600)                       1/2 Page Advertisement \$350 (\$750)

Full-Page Advertisement \$400 (\$800)

**Newsletter Advertising: 3 Months**

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

**One New Product Article:**

\$200 (\$400)

**One New Product Profile:**

\$100 (\$200)

***The Rebecca Foss Scholarship Fund***

Donations to this scholarship fund provide a scholarship to a student at Dunwoody College of Technology 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** – Please provide a description of your company’s products, brands and services represented for a company description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- All partners will have a four-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 George Ramsay 763-745-1440 or email [ramsayga@pella.com](mailto:ramsayga@pella.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 [bartley@intrinsec.com](mailto:bartley@intrinsec.com)

**A confirmation and instructions regarding your benefits will be emailed to you.**

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