



INTERNATIONAL  
SPECIAL EVENTS SOCIETY  
MINNEAPOLIS-ST. PAUL CHAPTER

## ISES Minneapolis-St. Paul Chapter 2008-2009 Sponsorship Benefits

Thank you for your interest in being a sponsor of the ISES Minneapolis-St. Paul Chapter. This document contains the list of Sponsorship Benefits offered in exchange for cash/in-kind donations necessary for the success of our events and activities. While examining these benefits, please be aware of the following:

ISES Minneapolis-St. Paul recognizes sponsorship both in terms of one-time donations as well as cumulative sponsorships. Cumulative sponsorship means that the value of donations made over the course of multiple events during the ISES programming year (July 1 – June 30) by a single sponsor or sponsoring company will be added together to determine the sponsor's recognized level of cumulative sponsorship benefits.

**Example:**

A sponsor who donates \$10,000 of in-kind goods and services to a monthly program will be recognized at and receive all of the benefits, both event-specific and cumulative, of the Platinum Level of Sponsorship.

A sponsor who donates \$5,000 of in-kind goods and services to the Star Awards Gala and has previously donated \$5,000 of in-kind goods and services during the program year to other events will be recognized at and receive all of the benefit of the Gold Level of sponsorship for the Star Awards Gala and also be eligible to access the Cumulative Platinum Level Benefits. (total donation of \$10,000)

Additionally, program/event sponsors, regardless of level, will be identified with a nametag flag "Sponsor." If you have questions regarding the sponsorship levels or how to become a sponsor, please contact, [sponsorships@ises-msp.org](mailto:sponsorships@ises-msp.org).

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### **DIAMOND -- \$12,000 and over (\$2,500 Cash\*)**

- Company logo printed in appropriate event collateral (Signage, Program, etc.)
- Company logo and link to company website on sponsored program/event electronic invitations, including newsletter and website\*\*
- Verbal acknowledgement of your sponsorship at sponsored program/event
- Opportunity to distribute promotional collateral or merchandise at sponsored program/event

#### **Cumulative Diamond Level Benefits**

- Two additional complimentary program passes – (total of 6 passes for the year)
- Two additional complimentary tickets to the Star Awards Gala (total of 4 tickets)
- Opportunity for a company representative to present an award at the Star Awards Gala
- A 50-word company description accompanies the company logo and link on [ises-msp.org](http://ises-msp.org) through end of programming year (June 30)
- "Diamond Partner" nametag flags for company attendees at all events through the end of the program year (June 30)
- Company receives "Diamond Partner" plaque at the end of the programming year

## **PLATINUM -- \$6,000 - \$11,999 (\$1,000 Cash\*)**

- Company logo printed in appropriate event collateral (Signage, Program, etc.)
- Company logo and link to company website on sponsored program/event electronic invitations, including newsletter and website\*\*
- Verbal acknowledgement of your sponsorship at sponsored program/event
- Opportunity to distribute promotional collateral or merchandise at sponsored program/event

### **Cumulative Platinum Level Benefits**

- Two additional complimentary program passes – (total of 4 passes for the year)
- Two complimentary tickets to the Star Awards Gala
- A 25-word company description accompanies the company logo and link on ises-msp.org through end of programming year (June 30)
- Company receives “Platinum Partner” certificate at the end of the programming year

## **GOLD -- \$3,000 - \$5,999**

- Company name printed in appropriate event collateral (Signage, Program, etc.)
- Company logo and link to company website on sponsored program/event electronic invitations, including newsletter and website\*\*
- Verbal acknowledgement of your sponsorship at sponsored program/event
- Opportunity to distribute promotional collateral or merchandise at sponsored program/event

### **Cumulative Gold Level Benefits**

- Two complimentary program passes – valid through the end of the programming year (June 30)
- Company logo and link to company website on ises-msp.org through end of programming year (June 30)

## **SILVER -- \$1,500 - \$2,999**

- Company name printed in appropriate event collateral (Signage, Program, etc.)
- Company name and link to company website on sponsored program/event electronic invitations, including newsletter and website\*\*
- Verbal acknowledgement of your sponsorship at sponsored program/event
- Opportunity to distribute promotional collateral or merchandise at sponsored program/event

### **Cumulative Silver Level Benefits**

- Company name and link to company website on ises-msp.org through end of programming year (June 30)

## **FRIEND OF ISES -- Up to \$1,499**

- Company name printed in appropriate event collateral (Signage, Program, etc.)
- Company name and link to company website on sponsored program/event electronic invitations, including newsletter and website\*\*
- Verbal acknowledgement of your sponsorship at the sponsored program/event
- Opportunity to distribute promotional collateral or merchandise at sponsored program/event

*\* ISES Minneapolis-St. Paul recognizes both cash and in-kind sponsorships equally. In-kind sponsorships will be recognized at retail value, whereas \$1 in-kind donation is equal to \$1 of cash sponsorship. Cash and in-kind sponsorships can be made in tandem and will collectively add up to the total value of the sponsorship. In the case where a sponsor chooses to make a cash donation in the amount of \$1,000 or greater, that significant cash-only contribution will be recognized as a platinum level sponsorship. If a sponsoring organization chooses a cash-only sponsorship in the amount of \$2,500 or greater, that cash-only donation will be recognized as a diamond level sponsorship.*

*\*\*To receive this benefit, the sponsor must have submitted all required logos and proper links by the deadline given as outlined in the Sponsorship Agreement Form. Provided the sponsor's logo is received in time for inclusion, as determined solely by the ISES Minneapolis-St. Paul Communications Committee, it will be included in all electronic invitations to promote the event (approximate 4 emails), the ISES Minneapolis-St. Paul monthly newsletter and on ises-msp.org, under “next program” section. If not received on time, the logo will be included in the future electronic invitations provided any remain.*