



Minnesota Women
IN MARKETING & COMMUNICATIONS
Inspiring connections. Igniting careers.

MWMC Sponsorship Guidelines

July 2015 – June 2016

Benefits of sponsorship:

- Build your brand awareness among marketing communications professionals
- Participate in networking and learning events focused on women
- Network with marketers who need your services

Audience:

- 100 members
 - 50% at companies with 1-50 employees
 - 18% at companies with 500+ employees
- 86% of members see themselves as accomplished in their field

Events and Promotions:

- 25 attendees, on average, at events
- Regular email outreach to 900
- 1500 monthly website visits

Sponsorship Opportunities:

	Event Sponsor \$250 per event	In-Kind Sponsor (Creative, Meeting Space, Speaking, Marketing, Printing, Photography, etc.)
Recognition	<ul style="list-style-type: none"> • Name and link on MWMC website event page • Email mention/logo on event promotions • Podium mention • Logo on handouts • Listing on MWMC sponsorship page for program year 	<ul style="list-style-type: none"> • Name on MWMC website • Email mention/logo where appropriate • Listing on MWMC sponsorship page for program year <p><i>If tied to an event:</i></p> <ul style="list-style-type: none"> • Podium mention • Logo on handouts
Self-Promotion	<ul style="list-style-type: none"> • Company handouts at event • One email to attendees • Use of MWMC logo for website 	<ul style="list-style-type: none"> • Company handouts at one event • One email to attendees • Use of MWMC logo for website
Participation	<ul style="list-style-type: none"> • Three event tickets (value \$135.00) • Encouraged to promote MWMC events 	<ul style="list-style-type: none"> • Three event tickets (event of choice; value \$135.00)

Contact:

- VP of Finance