



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

SPONSORSHIP GUIDELINES (July 2017-June 2018)

Benefits of Sponsorship

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

Audience

- Focused membership base of women in various areas of the marketing and communications industry

Events and Promotions

- **25-40** attendees at events
- Regular email outreach to **2,000**
- More than **1,500** monthly website visits
- Regular **social posts** on LinkedIn, Facebook and Twitter

SPONSORSHIP OPPORTUNITIES

	In-Kind Sponsor* (Sponsor of location and limited food/beverage for 1 event)	\$500 Sponsor	\$250 Sponsor
RECOGNITION	<ul style="list-style-type: none"> • Logo + name on MWMC website event page • Logo on MWMC website sponsor page for program year • Logo + name in each e-newsletter + special email promoting the event • Name in social media posts as appropriate • Podium intro and thank you at event 	<ul style="list-style-type: none"> • Logo on MWMC website sponsor page for program year • Logo on up to 4 newsletters • Name in up to 10 social media posts • Podium thank you at year-end event 	<ul style="list-style-type: none"> • Logo on MWMC website sponsor page for program year • Logo on up to 2 newsletters • Name in up to 10 social media posts • Podium thank you at year-end event
SELF-PROMOTION	<ul style="list-style-type: none"> • Company collateral & banners at sponsored event • Opportunity to speak at the sponsored event 	<ul style="list-style-type: none"> • Company collateral & banners at one event • Opportunity to introduce speaker at one event 	N/A
PARTICIPATION	Up to 10 sponsor employees may attend free at sponsored event	One free MWMC membership for one year	N/A

* Event Series and In-Kind sponsorships available for select services such as design, photography and more are possible.

Please contact us for more information. Contact info@mnwc.org