

2018 Minnesota Star Awards SPONSORSHIP LEVELS & BENEFITS

On behalf of the ILEA Minneapolis-St. Paul Chapter, we thank you for your interest in the 2018 Minnesota Star Awards. The Star Awards began in 2004 as a way to provide event professionals in Minnesota an opportunity to gain recognition for the events they create, plan and execute each year. Now celebrating its 14th year, the Star Awards has become not only a well-respected awards program but also our event community's opportunity to collaborate and come together to showcase industry trends, innovative production and décor.

The Star Awards is the premier industry event of the year with approximately 300 attendees. The following pages contain the Sponsorship Levels and Benefits offered in exchange for In-Kind and Cash contributions to the 2018 Minnesota Star Awards produced by the Minneapolis-St. Paul Chapter of the International Live Events Association.

In-Kind Sponsorship levels (Platinum, Gold, Silver, Bronze, Copper) are an opportunity for companies to personalize their sponsorship and donate goods and services to the Star Awards.

Strategic Sponsorships are cash donations for specific aspects of the Star Awards. The benefits of being a Strategic Sponsor are outlined within the sponsorship category and are separate from the In-Kind Sponsorships.

Star Awards sponsors in attendance at the event, regardless of level or sponsorship type, will be identified at the Star Awards as sponsors.

We are always looking for ways to engage and provide value to our sponsors. If you have ideas on what you would like to see offered as a sponsorship, please let us know.

If you have questions regarding the sponsorship levels or how to become a sponsor, please contact the Sponsorship Chair, Jessica Barrett at jessica@machineshopmpls.com (612-701-2681).

IN-KIND SPONSORSHIP

PLATINUM \$12,000+ In-Kind

- Company logo printed in appropriate event collateral (signage, ceremony program, invitation, etc.) as well as in all electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Link to Company website in Star Awards electronic correspondence and on Star Awards webpage**
- Opportunity to present an award during the Ceremony
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to five different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Verbal acknowledgement of your sponsorship at the Star Awards
- Platinum Level Star Awards digital sponsorship badge for promotional use
- Inclusion in Twin Cities Business magazine thank you ad
- Four (4) complimentary tickets to the Star Awards

GOLD \$6,000 to \$11,999 In-Kind

- Company logo printed in appropriate event collateral (signage, ceremony program, invitation, etc.) as well as in all electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Link to Company website in Star Awards electronic correspondence and on Star Awards webpage**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to four different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Verbal acknowledgement of your sponsorship at the Star Awards
- Gold Level Star Awards digital sponsorship badge for promotional use
- Inclusion in Twin Cities Business magazine thank you ad
- Three (3) complimentary tickets to the Star Awards

SILVER \$3,000 to \$5,999 In-Kind

- Company logo printed on event signage and in ceremony program, as well as in select electronic correspondence and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Link to Company website in Star Awards electronic correspondence and on Star Awards webpage**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to three different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Silver Level Star Awards digital sponsorship badge for promotional use
- Inclusion in Twin Cities Business magazine thank you ad
- Two (2) complimentary tickets to the Star Awards

BRONZE \$1,500 to \$2,999 In-Kind

- Company name printed on event signage and in ceremony program, etc.) as well as in select electronic correspondence and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Link to Company website in Star Awards electronic correspondence and on Star Awards webpage**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to two different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Bronze Level Star Awards digital sponsorship badge for promotional use
- One (1) complimentary ticket to the Star Awards

COPPER Up to \$1,499 In-Kind

- Company name printed in ceremony program and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Link to Company website in Star Awards electronic correspondence and on Star Awards webpage**
- One promotion of Company through ILEA Minneapolis-St. Paul social media platform (i.e. Twitter, Facebook)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Copper Level Star Awards digital sponsorship badge for promotional use

STRATEGIC SPONSORSHIPS – CASH DONATIONS

AFTER PARTY SPONSOR \$3,000

As the After Party Sponsor, you will be sponsoring post-awards party that is the culmination of the Star Awards celebration. It will include food, beverages and entertainment. This portion of the event will be attended by all approximately 300 guests and will last from 2-4 hours.

In the instance that other Companies have sponsored their services (all or in-part) for the After Party, their Company name/logo will appear in conjunction with the After Party Sponsor where appropriate. After Party Sponsor will get top/preferred placement.

BENEFITS

- Naming rights for the After Party with approval from the Directors of the Star Awards and the Director of Sponsorship
- Featured billing listed in event collateral (signage, ceremony program, etc.) as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to four different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Verbal acknowledgement of your sponsorship at the Star Awards Gala
- Strategic Sponsor Star Awards digital badge for promotional use
- Inclusion in the Twin Cities Business magazine thank you ad
- Two (2) complimentary tickets to the Star Awards

PRE-PARTY SPONSOR \$2,000

As the Pre-Party Sponsor, you will be sponsoring pre-awards party that is the kick off of the event. It will include food, beverages and entertainment. This portion of the event will be attended by all approximately 300 guests and will last approximately one hour.

In the instance that other Companies have sponsored their services (all or in-part) for the Pre-Party, their Company name/logo will appear in conjunction with the Pre-Party Sponsor where appropriate. Pre-Party Sponsor will get top/preferred placement.

BENEFITS

- Naming rights for the Pre-Party with approval from the Directors of the Star Awards and the Director of Sponsorship
- Featured billing listed on event collateral to include signage, ceremony program, invitation, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to three different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page

- Photos of event for Company's marketing material/promotional use
- Verbal acknowledgement of your sponsorship at the Star Awards Gala
- Strategic Sponsor Star Awards digital badge for promotional use
- Inclusion in the Twin Cities Business magazine thank you ad
- Two (2) complimentary tickets to the Star Awards

ENTERTAINMENT SPONSOR \$2,000

As the Entertainment Sponsor, you will be sponsoring all the various and much anticipated entertainment at the Star Awards. Entertainment may include, but is not limited to; bands, DJ, performers, magicians, artists, photo booth, movies, interactive stations, etc.

Due to the varying nature of the entertainment at the Star Awards, specific entertainment may require additional cash sponsorship. Each will be handled on a case-by-case basis. As the Entertainment Sponsor your Company will receive first right of refusal for sponsorship of additional entertainment. If you do not want to add to your sponsorship, the additional entertainment will clearly be designated as sponsored by someone else.

In the instance that the entertainment Company has sponsored their services (all or in-part), their Company name/logo will appear in conjunction with the Entertainment Sponsor. Entertainment Sponsor will get top/preferred placement. (i.e. Photo Booth provided by Rocket Science Weddings & Events and The Traveling Photo Booth)

BENEFITS

- Featured Billing: Entertainment brought to you by Company (i.e. Circus performers brought to you by Aimia)
- Featured billing listed on event collateral to include signage, ceremony program, invitation, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to three different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Verbal acknowledgement of your sponsorship at the Star Awards Gala
- Strategic Sponsor Star Awards digital badge for promotional use
- Inclusion in the Twin Cities Business magazine thank you ad
- Two (2) complimentary tickets to the Star Awards

BAR SPONSOR \$1,000 (3 sponsorships available)

The Bar Sponsor will provide bar services (aka free booze) to the attendees of the Star Awards.

In the instance that another Company has donated product, their Company name/logo will appear in conjunction with the Bar Sponsor. Bar Sponsor will get top/preferred placement (i.e. Bar provided by Avant Décor and Bacardi).

BENEFITS

- Featured Billing: Bar by Company
- Featured billing listed in on event signage and in ceremony program, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to three different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Opportunity to create a signature cocktail with naming rights
- Strategic Sponsor Star Awards digital badge for promotional use
- One (1) complimentary ticket to the Star Awards

GIFT BAG SPONSOR \$600

The Gift Bag Sponsor will be providing the gift bags for attendees upon their departure from the Star Awards.

BENEFITS

- Featured Billing: Gift Bags provided by Company
- Featured billing listed on event signage and in ceremony program, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Company name/logo featured on Gift Bag
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to three different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Strategic Sponsor Star Awards digital badge for promotional use
- One (1) complimentary ticket to the Star Awards

PROGRAM SPONSOR \$500

As the Program Sponsor your Company will be sponsoring the printing and design cost of the programs handed out to attendees. The program is a cherished keepsake for nominees, winners and attendees.

In the instance that the printing Company has sponsored their services (all or in-part), their Company name/logo will appear in conjunction with the Programs Sponsor. Programs Sponsor will get top/preferred placement. (i.e. Programs sponsored by Perimeters Group and printing sponsored by Thomas Reprographics)

BENEFITS

- Featured Billing: Programs provided by "Company logo"
- Featured billing listed on event signage and in ceremony program, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards

webpage on ILEA Minneapolis-St. Paul's website**

- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to three different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Strategic Sponsor Star Awards digital badge for promotional use
- One (1) complimentary ticket to the Star Awards

LABOR SPONSOR \$500 (3 available)

As the Labor Sponsor you will be covering the cost of the labor it takes to set up and strike the Star Awards. While not a glamorous sponsorship, this sponsorship is an essential component of the execution of the Star Awards.

BENEFITS

- Featured Billing: Labor provided by Company
- Company logo listed on event signage and in ceremony program, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to two different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Strategic Sponsor Star Awards badge for promotional use
- One (1) complimentary ticket to the Star Awards

AWARDS SPONSOR \$500

As the Awards Sponsor your Company will be sponsoring the trophies given to the winners.

BENEFITS

- Featured Billing: Trophies provided by Company
- Featured billing listed on event signage and in ceremony program, as well as in select electronic correspondence (newsletters, email blasts, electronic invitation, etc.) and on the Star Awards webpage on ILEA Minneapolis-St. Paul's website**
- Promotion of Company through ILEA Minneapolis-St. Paul social media platforms (i.e. Twitter, Facebook) pre and post Star Awards (up to two different times)
- Company recognition/tagging of Star Awards photos on the ILEA Minneapolis-St. Paul Facebook page
- Photos of event for Company's marketing material/promotional use
- Strategic Sponsor Star Awards digital badge for promotional use

***To receive these benefits, the sponsor must have a fully executed Sponsorship Agreement and submitted all required logos and proper links by the deadline given as outlined in the Sponsorship Agreement Form. If not received by deadlines, the logo or company listing will be included in the future electronic correspondence and print collateral provided the opportunity still remains.*

*Deadline for inclusion in electronic communications: **ASAP***

*Deadline for inclusion in event program and on event signage: **Friday, March 25, 2018***

If you have questions regarding the sponsorship levels or how to become a sponsor, please contact the Sponsorship Chair, Jessica Barrett at Jessica@machineshopmpls.com (612-701-2681).