



MINNESOTA
NEWSPAPER
ASSOCIATION

2024 MNA

CONVENTION

& TRADE SHOW

JAN. 31-FEB. 2, 2024

**SPONSOR
OPPORTUNITIES**

FREE PRESS. FREE PEOPLE. SINCE 1867.



MINNESOTA
NEWSPAPER
ASSOCIATION

FREE PRESS. FREE PEOPLE. SINCE 1867.

PLATINUM SPONSOR

\$5,000 - ONE AVAILABLE

EXCLUSIVE ACCESS

- Headliner position during Trade Talk
- Members directed to trade show booth for your exclusive branded event lanyards
- Company introduction from podium during one luncheon
- Exclusive access to place literature on luncheon tables (two sessions)
- Designated participation in Hot Topics session
- Two convention registrations with meals

TRADE SHOW

- Top choice of location at MNA Trade Show

EVENT BRANDING

- Signage at convention with logo
- Logo/link in online Convention Directory
- Recognition in printed Convention Program

PRE- & POST-EVENT BRANDING

- Primary sponsor logo/link on [MNA Convention web page](#)
- Primary sponsor logo/link on [Better Newspaper Contest results web page](#)
- Primary sponsor logo/link in pre-event promotion materials
- Full-page ad in MNA 2024 Member Directory

ONGOING TARGETED MESSAGING

- Two article placements in [MNA Member Bulletin](#) during calendar year 2024.
- Four targeted member email blasts during calendar year 2024.

**TO RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT LAURA NIEMI AT LAURA@MNA.ORG OR LISA SCHWARZ AT LISAS@MNA.ORG**



MINNESOTA
NEWSPAPER
ASSOCIATION

FREE PRESS. FREE PEOPLE. SINCE 1867.

GOLD SPONSOR

\$3,500

EXCLUSIVE ACCESS

- Highlight position during Trade Talk
- Acknowledged from podium during one luncheon
- Designated participation in Hot Topics session
- Two convention registrations with meals

TRADE SHOW

- Choice of location at MNA Trade Show (in priority of signup)

EVENT BRANDING

- Signage at convention with logo
- Logo/link in online Convention Directory
- Recognition in printed Convention Program

PRE- & POST-EVENT BRANDING

- Logo/link on [MNA Convention web page](#)
- Logo/link on [Better Newspaper Contest results web page](#)
- Sponsor logo/link in pre-event promotion materials
- Half-page ad in MNA 2024 Member Directory

ONGOING TARGETED MESSAGING

- Two targeted member email blasts with your message during calendar year 2024.

**TO RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT LAURA NIEMI AT LAURA@MNA.ORG OR LISA SCHWARZ AT LISAS@MNA.ORG**



MINNESOTA
NEWSPAPER
ASSOCIATION

FREE PRESS. FREE PEOPLE. SINCE 1867.

SILVER SPONSOR

\$2,500

EXCLUSIVE ACCESS

- Highlight position during Trade Talk
- Two convention registrations
(meals available as a la carte registration)

TRADE SHOW

- Booth at MNA Trade Show

EVENT BRANDING

- Signage at convention with logo
- Logo/link in MNA Convention Online Directory
- Recognition in printed Convention Program

PRE- & POST-EVENT BRANDING

- Logo/link on MNA Convention web page
- Sponsor logo in event promotion materials
- Quarter-page ad in MNA 2024 Member Directory

ONGOING TARGETED MESSAGING

- One targeted member email blast with your message during calendar year 2024.

**TO RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT LAURA NIEMI AT LAURA@MNA.ORG OR LISA SCHWARZ AT LISAS@MNA.ORG**



MINNESOTA
NEWSPAPER
ASSOCIATION

FREE PRESS. FREE PEOPLE. SINCE 1867.

BRONZE SPONSOR

\$ 6 5 0

EXCLUSIVE ACCESS

- Highlight position during Tech Talk
- Two convention registrations
(meals available as a la carte registration)

TRADE SHOW

- Booth at MNA Trade Show

EVENT BRANDING

- Logo/link in MNA Convention Online Directory
- Recognition in printed Convention Program

PRE- & POST-EVENT BRANDING

- Logo/link on MNA Convention web page

**TO RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT LAURA NIEMI AT LAURA@MNA.ORG OR LISA SCHWARZ AT LISAS@MNA.ORG**



MINNESOTA
NEWSPAPER
ASSOCIATION

FREE PRESS. FREE PEOPLE. SINCE 1867.

FRIEND OF MNA OPPORTUNITIES

ENHANCE YOUR SPONSORSHIP OR GO A LA CARTE

NEW PUBLISHER & WELCOME RECEPTION SPONSOR: \$2,000

One available

- Exclusive sponsor of MNA's new fireside opening reception featuring heavy hors d'oeuvres and networking Wednesday evening
- Recognition in printed Convention Program

DESSERT SPONSOR: \$1,000-\$2,000

Three available: two luncheon (\$1,000), one Awards Banquet (\$2,000)

- Sponsor acknowledged from podium during sponsored meal
- Recognition in printed Convention Program

BREAKFAST SPONSOR: \$1,500

Two available

- Logo on signage at breakfast station during sponsored meal
- Recognition in printed Convention Program

NOTEBOOK SPONSOR: \$1,500

One available

- Your logo on event reporter notebook distributed at registration
- Recognition in printed Convention Program

WIFI SPONSOR: \$750

One available

- Logo on signage throughout venue as WiFi sponsor
- Recognition in printed Convention Program

MNI Gold Sponsor: \$500

Supporting MNA's nonprofit: the Minnesota News Media Institute
Multiple available

- Logo on event signage
- Logo/Link or listing on MNI web page at mna.org
- Recognition in printed Convention Program

BAR SPONSOR: \$500

Multiple available

- Sponsor logo displayed during bar hours
- Recognition in printed Convention Program

VIP AREA SPONSOR: \$500

Multiple available

- Sponsor logo displayed on signage in event VIP area
- Recognition in printed Convention Program

COFFEE SPONSOR: \$500

Multiple available

- Sponsor logo displayed continuously at central coffee station
- Recognition in printed Convention Program

All Friend of MNA packages include listing in the MNA Convention Online Directory and pre- and post-event branding on the MNA Convention web page.

**TO RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT LAURA NIEMI AT LAURA@MNA.ORG OR LISA SCHWARZ AT LISAS@MNA.ORG**



MINNESOTA
NEWSPAPER
ASSOCIATION

FREE PRESS. FREE PEOPLE. SINCE 1867.

SPONSORSHIP RESERVATION

DATE: _____

ORGANIZATION: _____

SPONSORSHIP LEVEL: Platinum Gold Silver Bronze Friend

TRADE SHOW ONLY:

CONTACT NAME: _____

EMAIL: _____

MOBILE PHONE: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

FRIEND OF MNA SPONSORSHIP OPTIONS:

Pair with one of our mainline sponsorships (above), OR choose one or several Friend of MNA options a la carte:

- New Publisher & Welcome Reception
- Thursday Breakfast Friday Breakfast
- Better Newspaper Contest Awards banquet dessert
- Thursday luncheon dessert Friday luncheon dessert
- Notebooks WiFi MNI Gold Sponsor
- VIP Area Coffee Sponsor Bar Sponsor

We will contact you for confirmation and payment details. Thank you!

Please contact me about additional statewide, local and national advertising opportunities

**TO CONFIRM AVAILABILITY AND RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT LAURA NIEMI AT LAURA@MNA.ORG**