



MINNESOTA
NEWSPAPER
ASSOCIATION

MINNESOTA NEWSPAPER ASSOCIATION

2025 & TRADE SHOW CONVENTION

JAN. 29-31 | BROOKLYN CENTER

SPONSOR
OPPORTUNITIES

FREE PRESS. FREE PEOPLE. SINCE 1867.



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PLATINUM SPONSOR

\$5,000 - ONE AVAILABLE

EXCLUSIVE ACCESS

- 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)
- Two convention registrations with meals

TRADE SHOW

- Top choice of location at MNA Trade Show

EVENT BRANDING

- Opportunity to provide exclusive branded lanyards for every attendee.
- 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

ONGOING TARGETED MESSAGING

- Two article placements in [MNA Member Bulletin](#) during calendar year 2025.
- Four targeted member email blasts during calendar year 2024.

**TO RESERVE YOUR SPONSORSHIP PACKAGE,
CONTACT DEVLYN BROOKS AT DEVLYNBROOKS@GMAIL.COM
OR LISA SCHWARZ AT LISAS@MNA.ORG**



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GOLD SPONSOR

\$3,500

EXCLUSIVE ACCESS

- Acknowledged from podium during one luncheon
- 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

ONGOING TARGETED MESSAGING

- Two targeted member email blasts with your message during calendar year 2025.

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SILVER SPONSOR

\$2,500

EXCLUSIVE ACCESS

- 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

ONGOING TARGETED MESSAGING

- One targeted member email blast with your message during calendar year 2025.

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BRONZE SPONSOR

\$ 6 5 0

EXCLUSIVE ACCESS

- 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

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TRADE TALK: WHERE YOU AND YOUR PROSPECTS MEET

\$1,500 - NINE AVAILABLE

We know you want dedicated time to talk about your products and services with decision-makers at one of the nation's largest press association conventions. So we're making it happen.

NEW for 2025: TRADE TALK

- Exclusive 90-minute session on Friday morning for nine vendors **ONLY!** You'll talk with potential clients for 10 minutes at a time. When 10 minutes are up, you get a new table full of prospects!
- No counter-programming! You won't be competing with other convention sessions.
- A great place to cement relationships sparked in the busy Trade Show area.
- We're incentivizing participation among high-level convention attendees with a cash prize.
- Trade Talk will be heavily promoted in our MNA Member Bulletin, on our website, and in targeted email blasts leading up to the convention. Your logo, web link and company info will be included!
- At the convention, your logo will be included on Trade Talk signage and in the convention program as part of the new Trade Talk session.
- Trade Talk is an enhancement option available **only** to our Platinum, Gold, Silver and Bronze Trade Show sponsors.
- Want more information? Ask Devlyn for details.

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FRIEND OF MNA OPPORTUNITIES

ENHANCE YOUR SPONSORSHIP OR GO A LA CARTE

KEYNOTE SPONSOR: \$2,500

Two available

- Recognition from the podium during sponsored keynote luncheon
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

NEW PUBLISHER & WELCOME

RECEPTION SPONSOR: \$2,000

One available

- Exclusive sponsor of MNA's fireside opening reception featuring heavy hors d'oeuvres and networking Wednesday evening
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

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

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

- Recognition from podium during sponsored meal
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

BREAKFAST SPONSOR: \$1,500

Two available

- Logo on signage at breakfast station
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

NOTEBOOK SPONSOR: \$1,500

One available

- Logo on event reporter notebook distributed at registration
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

WIFI SPONSOR: \$750

One available

- Logo on signage throughout venue
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

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
- Logo/link on convention website, promo messages

BAR SPONSOR: \$500

Multiple available

- Sponsor logo displayed during bar hours
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

VIP/STUDENT AREA SPONSOR: \$500

Multiple available

- Sponsor logo displayed on signage in event VIP area
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

COFFEE SPONSOR: \$500

Multiple available

- Sponsor logo displayed continuously at central coffee station
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

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