

## 15<sup>th</sup> Annual Legislative Wrap-Up Golf Tournament Sponsorship & Retail Intelligence Support

The Minnesota Retailers Association (MnRA) is pleased to offer members an opportunity to sponsor our 15<sup>th</sup> Annual Legislative Wrap-Up Golf Tournament while providing founding level support for our *retail intelligence initiative*. This new program establishes MnRA as a leading data and trends source for retailers, the media and legislators.



### One Sponsorship – Three Outcomes

- ❶ **Support MnRA's Golf Event** | Enable MnRA to put on a top notch event at an award winning course.
- ❷ **Stand Out** | Leverage this focused and proven tournament to drive your brand and show your leadership.
- ❸ **Kick-Start MnRA's Retail Intelligence Initiative** | Bonus outcome: Seed MnRA's new effort to give retailers an edge through practical data and establish MnRA as a leader in retail intelligence.

Sponsorship level >>	PLATINUM	Gold	Silver	Hole
Golfers included	✓ 8 (\$1,360 value)	✓ 6 (\$1,020 value)	✓ 4 (\$680 value)	✓ 2 (\$340 value)
Recognition in printed program (dist. 150)	✓ advertisement	✓ logo	✓ logo	✓ logo listing
Listing on event signage & in dinner slide show (dist. 450)	✓ logo	✓ logo	✓ logo listing	✓ text listing
Listing on event webpage & invitation (est. 3,000 impressions)	✓ logo	✓ logo	✓ text listing	✓ text listing
Special benefit	✓ option for remarks at dinner	✓ post-golf beverage sponsor	✓ raffle sponsor	✓ sign at hole (logo) & presence option
Social media shout-outs (1,000 impressions per)	✓ 4	✓ 3	✓ 2	✓ 1
Support for MnRA's retail intelligence initiative	leadership-level (\$2,500 value)	supporting-level (\$1500 value)	contributor-level (\$500 value)	
mnretail.org web banner (est. 2,000 impressions/month)	✓ six months (\$2,400 value)	✓ 3 months (\$1,200 value)	✓ 1 month (\$400 value)	
Logo featured on golfer give-away	✓			
Logo on dinner centerpiece	✓			
Sponsorship value >>	\$13,230	\$8,220	\$4,730	\$2,890
Number available >>	1 – exclusive	open	open	18+
Investment >>	\$10,000	\$5,000	\$3,000	\$1,250

To secure your sponsorship or learn more contact MnRA at 651-227-6631 or [mnra@mnretail.org](mailto:mnra@mnretail.org).

Tuesday, June 4, 2013  
Legends Golf Club, Prior Lake  
National Golf Club of the Year