



CONSTRUCTION SPECIFICATIONS INSTITUTE MARKETING PROGRAM

Please reach out to the Assistant Chapter Administrator with any questions

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Participation in the Minneapolis-St. Paul Chapter CSI (MSP) Marketing Program is your company's path to visibility with decision makers in the design and construction industry. Your support also enables the continuation of high-caliber programs and events and networking among all parts of the building team.

The MSP Marketing Program has a variety of options for you to choose from. You can select the marketing vehicles, marketing benefits, recognition opportunities, and participation that best fit your company's needs. Whether it is a Partnership, a Sponsorship or an advertisement opportunity, your participation is valued.

Partnership opportunities at three different levels are offered to provide you the most exposure for your company on the chapter website, in the newsletter, on all email correspondence from the chapter and at meetings and events.

Sponsorship opportunities are available for the Annual Golf Outing and Annual Awards Banquet.

Advertising opportunities are available on the Chapter website or in Specifics, the online newsletter.

PARTNERSHIP OPPORTUNITIES

PLATINUM \$1,500	GOLD \$1,000	SILVER \$750	PARTNERSHIP BENEFITS
X	X	X	Company Logo with link to your website on chapter website
X	X	X	Sponsorship listing in monthly <i>Specifics</i>
X	X	X	Company recognition at CSI sponsored meetings and events
X	X	X	Company listing on the sponsor page of the website
X	X	X	Business Card ad in the advertisement section of the website
X	X		Company ad in the advertisement section of chapter website – ¼ page
X			Company Logo w/link to your website on all email correspondence from chapter
	X		Company Name w/link to your website on email correspondence from the chapter
		X	Company Name on email correspondence from the chapter
X			Hole Sponsorship with sign and course game at the Golf Outing – no golf
4	2		Quarter page ad in monthly <i>Specifics</i>
1			Featured article in monthly <i>Specifics</i>
1			Featured sponsor table at one monthly chapter meeting

Supply a color company logo in a JPEG or GIF format

WEBSITE RECOGNITION

Partners will be recognized on the homepage of the Chapter website and on the sponsor page of the website

- Platinum partners will have logos included and link to your website. This level partnership also includes a ¼ page company ad on the chapter website, ad is provided by the company.
- Gold partners will have logos included and link to your website. This level partnership also includes a ¼ page company ad on the chapter website, ad is provided by the company.
- Silver partners will have logos included and link to your website.
- All partners will have a 4-line listing on the sponsor page. The listing will include contact name/company, address, contact information (Phone, Email, and address), products represented and link to your website
- All partners will have a Business Card ad in the Advertisement section of the website

NEWSLETTER RECOGNITION

All Partners will be recognized prominently with their logos on all Newsletters sent for twelve months

- Platinum partners can provide one featured article in monthly *Specifics*

EMAIL CORRESPONDENCE RECOGNITION

Partners will be recognized prominently on all Email Blasts sent for twelve months

- Platinum partners will include logo w/link to your website
- Gold partners will include company name w/link to your website
- Silver partners will include company name

PROGRAMS & MEETINGS RECOGNITION

- Partners logos are included on a table top sign displayed at all meetings
- Partners logos and ad are included in a PowerPoint presentation at all meetings
- Partner ribbons are placed on the badges of all company members attending a meeting
- Platinum Partners are entitled to a featured sponsor table at one chapter meeting

SPONSORSHIP OPPORTUNITIES

GOLF	AVAILABLE	ANNUAL COST
Hole Sponsor – includes Hole Sponsorship with sign and Course Game		\$300
Golf Cart Sponsor – sign with your company name and logo on each golf cart	1	\$500
Food Sponsor – your company name and logo on signage at lunch and dinner	4	\$350

CHAPTER AWARDS BANQUET	AVAILABLE	ANNUAL COST
Award Recipient – specific recognition at event as awards are presented plus 1 complimentary admission for a guest at the event	Varies	\$100
Dessert – your company name prominently displayed on signage at event	4	\$250
Bar Sponsor – your company name prominently displayed on signage at event	2	\$200

ALL Sponsors will be listed on event signage and in the PowerPoint loop shown during dinner

ADVERTISING OPPORTUNITIES

WEBSITE - ADVERTISING, PROMOTION

The [chapter website](#) is used as reference by CSI members and non-members in the industry alike. Information includes current updates on activities and events, plus links to information, registration, and resources and links to the North Central Region and National CSI websites. Advertisements will run for one year (September – August, request received after August 15th of each year will be prorated – Contact the Chapter Office for more details) on the Business Resources section of website.

WEBSITE	MEMBER	NON-MEMBER
Homepage Ad Rotated website ads are available on the home page	\$400	\$750
Website Business Resources Section - Business Card to Full Page Ads The chapter website has a section devoted to business resources. There are options to purchase company listings or business card sized ads. The newsletter will also have a link to the Business Resources section of the website	\$200 - \$400	\$400 - \$800

NEWSLETTER - ADVERTISING, PROMOTION

The chapter newsletter, *Specifics*, is an interactive online newsletter that includes news about chapter events and activities, members, CSI, and the construction industry news, and links to articles, information, and products. It is emailed monthly to over 700 members and subscribers who have asked to be included on the list. Advertisements will run for three consecutive months. (All requests for advertisement must be received by 15th of the month prior to desired month to start publishing)

NEWSLETTER	MEMBER	NON-MEMBER
Business Card Ad A website page is devoted to business resources. Place your business card here to be used as a resource to many members and other website users.	\$60	\$90
¼ Page Ad A website page is devoted to business resources. Place your ¼ page advertisement here to be used as a resource to many members and other website users.	\$90	\$130
½ Page Ad A website page is devoted to business resources. Place your ½ page advertisement here as a resource to many members and other website users.	\$120	\$150
One Company Article in <i>Specifics</i> Newsletter This can be product specific. Includes a title and up to 60 words.	\$200	\$400
One New Product Profile or Product Release in <i>Specifics</i> Newsletter Section in the Newsletter is devoted to new product or company releases. Includes a title and up to 60 words.	\$100	\$200

**RESERVE YOUR SPOT AS AN CSI-MSP CHAPTER PARTNER OR SPONSOR
PLEASE SELECT THE CATEGORY YOU WISH TO RESERVE:**

PARTNERSHIP:

Platinum (\$1,500) Gold (\$1,000) Silver (\$750)

GOLF SPONSOR:

Hole (\$300) Golf Cart (\$500) Food (\$350)

CHAPTER AWARDS BANQUET SPONSOR:

Award Recipient (\$100) Dessert (\$250) Drink Tickets (\$200)

**ORDER ADVERTISEMENT ON THE MSP CSI CHAPTER WEB SITE OR NEWSLETTER SPECIFICS
PLEASE SELECT FROM THE FOLLOWING:**

WEBSITE ADVERTISING - 12 MONTHS:

HOMEPAGE AD:

(attach a copy of advertisement graphic)

(Member \$400) (Non-Member \$750)

BUSINESS RESOURCE SECTION:

Business Card (Member \$200) (Non-Member \$400) ¼ Page Ad - (Member \$450) (Non-Member \$600)

½ Page Ad (Member \$550) (Non-Member \$800) Full Page Ad (Member \$750) (Non-Member\$1500)

NEWSLETTER ADVERTISING - 3 MONTHS:

Business Card (Member \$60) (Non-Member \$90) ¼ Page (Member \$90) (Non-Member \$120)

½ Page (Member \$120) (Non-Member \$150)

ONE NEW PRODUCT PROFILE:

(Member \$200) (Non-Member \$400)

ONE NEW PRODUCT ARTICLE:

(Member \$100) (Non-Member \$200)

THE REBECCA FOSS SCHOLARSHIP FUND

Donations to this scholarship fund provide a yearly scholarship to a student at Dunwoody College of Technology studying in a construction related program

Amount \$_____

PAYMENT FORM

Please complete and return this form to the Assistant Chapter Administrator

COMPANY: _____

SPONSORSHIP CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

URL: _____

PARTNERSHIP COMPANY:

Must provide products represented

All partners will have a 4-line listing on the sponsor page. The listing will include contact name/company, address, contact information (Phone, Email, and address), products represented and link to your website

METHOD OF PAYMENT:

Please note – benefits will not be provided until payment is made in full.

BILLING INSTRUCTIONS: _____

Invoice Check Credit Card

TOTAL DUE: \$ _____

Please be sure to total all selected Partnership, Sponsorships, Advertising and donation amounts

CREDIT CARD NUMBER: _____ EXP. DATE: _____ CSV CODE: _____

NAME AS APPEARS ON CARD: _____

CARD BILLING ADDRESS, CITY, STATE, ZIP: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

QUESTIONS:

Madison Silva

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THANK YOU FOR YOUR SUPPORT OF THE MINNEAPOLIS-ST. PAUL CHAPTER OF THE CONSTRUCTION SPECIFICATIONS INSTITUTE