



## **2009 MTA Sponsorship Investment Opportunities**

MTA's core purpose is to enhance  
the success and viability of its  
telecommunications industry members.

You are an important part of  
helping us fulfill this mission.

Minnesota Telecom Alliance  
1000 Westgate Dr, Ste 252  
St. Paul, MN 55114  
[www.mnta.org](http://www.mnta.org)

# Introducing another option ....

## The MTA All Event Sponsorship

In the past many of you have supported the Minnesota Telecom Alliance through event sponsorships. We greatly appreciate your membership and your support for MTA activities.

A number of members have recently asked if MTA would set up an additional sponsorship program where members could "bundle" their annual sponsorships rather than being solicited for each individual event.

The MTA staff has developed a program which we believe will be mutually beneficial to associate members and the Alliance. This is a great opportunity for MTA members to support the organization. It provides you an opportunity to network with the Alliance's members and to deliver a regular and consistent message to them.

The All Event Sponsorship program has many benefits, including...

- Your choice of events to sponsor
- A membership-wide platform to effectively market your company to all MTA members on a regular basis
- A consistent way to budget your sponsorship dollars
- A one time billing from MTA
- Visible and consistent support of MTA members and the Alliance
- Networking opportunities at numerous MTA events throughout the year

## The old sponsorship opportunities are not going away!

MTA members will continue to have individual event sponsorship opportunities at various levels available throughout the year. Watch for event announcements and continue to select individual sponsorships as you have in the past. It's your choice.

If you have questions, please do not hesitate to contact Mike Nowick, director, member services at 651.288.3723 or [mnowick@mnta.org](mailto:mnowick@mnta.org).

# MTA All Event Sponsorship Opportunities

## Platinum Level

All Event Platinum Sponsorship \$10,000.00

### New Benefits:

- Semi-annual banner headline on MTA Web site
- Priority selection of booth space at Annual Convention
- (Preference given to long-time convention sponsors)
- Quarterly banner headline on MTA Web site with link to company
- Quarterly banner headline on Weekly Bulletin with link to company
- Sponsorship recognition including logo in printed directory
- Sponsorship recognition including logo in MTA Web site directory

## Gold Level

All Event Gold Sponsorship \$7,000.00

### New Benefits:

- Semi-annual banner headline on MTA Web site
- Semi-annual banner headline on Weekly Bulletin
- Sponsorship recognition in printed directory
- Sponsorship recognition in MTA Web site directory

## Silver Level

All Event Silver Sponsorship \$5,000.00

### New Benefits:

- Sponsorship recognition in printed directory
- Sponsorship recognition in MTA Web site directory

## Bronze Level

All Event Bronze Sponsorship \$3,000.00

### New Benefits:

- Sponsorship recognition in printed directory
- Sponsorship recognition in MTA Web site directory



# 2009 MTA All Event Sponsorship Registration Form

Company \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Zip Code \_\_\_\_\_ Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_ Fax \_\_\_\_\_

## All Event Sponsorships

- |                                |             |                          |
|--------------------------------|-------------|--------------------------|
| All Event Platinum Sponsorship | \$10,000.00 | <input type="checkbox"/> |
| All Event Gold Sponsorship     | \$ 7,000.00 | <input type="checkbox"/> |
| All Event Silver Sponsorship   | \$ 5,000.00 | <input type="checkbox"/> |
| All Event Bronze Sponsorship   | \$ 3,000.00 | <input type="checkbox"/> |

## Payment method

- |             |                          |
|-------------|--------------------------|
| Check       | <input type="checkbox"/> |
| Credit Card | <input type="checkbox"/> |

## Checklist of All Event Sponsorships

Please check the events you would like to sponsor during 2009 and then total them.

The total amount should equal the value of the sponsorship level you checked on the registration form.

### Annual Convention and Trade Show

**Platinum** \$ 3,000.00

Sponsor featured in all promotional materials and company name and logo displayed at all convention events. Premium recognition in Weekly Bulletin, on MTA Web site and at event.

**Gold** \$ 1,500.00

Company name showcased on stage at general sessions, opening reception and gala luncheon, company name displayed at convention events and recognition in on-site program.

**Silver** \$ 1,000.00

Company name displayed at convention events, recognition in on-site program, Weekly Bulletin and on MTA Web site.

**Bronze** \$ 500.00

Recognition in on-site program, Weekly Bulletin and on MTA Web site.

Program Guide \$ 3,000.00

Popcorn \$ 1,500.00

Opening reception \$ 150.00

### Golf Day

Hole \$ 125.00

Food	At cost	<input type="checkbox"/>
Beverage	At cost	<input type="checkbox"/>
Contests	At cost	<input type="checkbox"/>

## Fall Conference

Reception	\$ 750.00	<input type="checkbox"/>
Breakfast	\$ 750.00	<input type="checkbox"/>
Break	\$ 500.00	<input type="checkbox"/>

## Peer Groups -- Customer Service

*Partner Level - One Event*      \$ 1,000.00   
 Sponsor reception and lunch, full page program announcement, complimentary registration for two, company banner displayed in meeting room and recognition in program and on MTA Web site.

*Partner Level - Annual*      \$ 1,750.00   
 Sponsor receptions and lunches, full page program announcement, complimentary registration for two, company banner displayed in meeting room and recognition in programs and on MTA Web site for both meetings during the year.

*Gold Level - One Event*      \$ 750.00   
 Full page program announcement, complimentary registration for two, company name displayed in meeting room, recognition in program and on MTA Web site.

*Gold Level - Annual*      \$ 1,250.00   
 Full page program announcement, complimentary registration for two, company name displayed in meeting room, recognition in program and on MTA Web site for both meetings during the year.

*Silver Level - One Event*           \$ 500.00             
Half page program announcement, complimentary registration for one, company name displayed in meeting room, and recognition in program and on MTA Web site.

*Silver Level - Annual*           \$ 750.00             
Half page program announcement, complimentary registration for one, company name displayed in meeting room, and recognition in program and on MTA Web site for both meetings during the year.

*Bronze Level - One Event* \$ 250.00             
Company name displayed in meeting room, recognition in program and on MTA Web site.

*Bronze Level - Annual*           \$ 400.00             
Company name displayed in meeting room, recognition in program and on MTA Web site for both meetings.

**Peer Groups -- General Managers**

- Dinner                               \$ At cost
- Reception                           \$ 500.00
- Entertainment                   \$ 500.00
- Dessert                             \$ 500.00
- Break                                \$ 350.00

**Peer Groups -- Human Resources**

No sponsorships at this time

**Peer Groups -- Information Technology**

No sponsorships at this time

**Peer Groups -- Marketing**

***Partner Level - One Event***      \$ 1,250.00  
Sponsor lunch, 30 minute presentation to peer group, full page program announcement, company banner displayed in meeting room, complimentary registration for two, and recognition in program and on MTA Web site.



***Partner Level - Annual***      \$ 2,000.00  
Sponsor lunches, Two 30 minute presentations to peer group, full page program announcement, company banner displayed in meeting room, complimentary registration for two, and recognition in programs and on MTA web site for both meetings during the year.



***Gold Level - One Event***      \$ 750.00  
Sponsor reception, full page announcement in program, complimentary registration for two, company banner displayed in meeting room, and recognition in program and on MTA Web site.



***Gold Level - Annual***      \$ 1,250.00  
Sponsor receptions, full page announcement in programs, complimentary registration for two, company banner displayed in meeting room, and recognition in programs and on MTA Web site for both meetings during the year.



***Silver Level - One Event***      \$ 500.00  
Half page announcement in program, complimentary registration for one, company banner displayed in meeting room, and recognition in program and on MTA Web site.



***Silver Level - Annual***      \$ 800.00  
Half page announcement in programs, complimentary registration for one, company banner displayed in meeting room, and recognition in programs and on MTA Web site for both meetings during the year.



**Bronze Level - One Event** \$ 250.00   
Quarter page announcement in program,  
company name displayed in meeting room, and  
recognition in program and on MTA Web site.

**Bronze Level - Annual** \$ 400.00   
Quarter page announcement in programs,  
company name displayed in meeting room, and  
recognition in programs and on MTA Web site  
for both meetings during the year.

### Peer Groups -- Office Managers

**Partner Level - One Event** \$ 1,000.00   
Sponsor reception and lunch, full page  
announcement in program, complimentary  
registration for two, company banner displayed  
in meeting room, and recognition in program  
and on MTA Web site.

**Partner Level - Annual** \$ 1,750.00   
Sponsor receptions and lunches, full page  
announcement in programs, complimentary  
registration for two, company banner displayed  
in meeting room, and recognition in programs  
and on MTA Web site for both meetings  
during the year.

**Gold Level - One Event** \$ 750.00   
Full page announcement in program,  
complimentary registration for two, company  
name displayed in meeting room, and  
recognition in program and on MTA Web site.

**Gold Level - Annual** \$ 1,250.00   
Full page announcement in programs,  
complimentary registration for two, company  
name displayed in meeting room, and  
recognition in programs and on MTA Web site  
for both meetings during the year.

**Silver Level - One Event** \$ 500.00

Half page announcement in program,  
complimentary registration for one, company  
name displayed in meeting room, and  
recognition in program and on MTA Web site.

**Silver Level - Annual** \$ 750.00

Half page announcement in programs,  
complimentary registration for one, company  
name displayed in meeting room, and  
recognition in programs and on MTA Web site  
for both meetings during the year.

**Bronze Level - One Event** \$ 250.00

Company name displayed in meeting room  
and recognition in program and on MTA  
Web site.

**Bronze Level - Annual** \$ 400.00

Company name displayed in meeting room  
and recognition in program and on MTA  
Web site for both meetings during the year.

### Peer Groups -- Plant Managers

Reception At cost

### Peer Groups -- Video

**Basic** \$ 250.00

Company name and logo displayed on sign  
and in program and name announced during  
meeting.

**Expanded** \$ 500.00

Company name and logo displayed on  
larger sign and in program, name  
announced during meeting, and one  
complimentary registration.

TOTAL \$ \_\_\_\_\_

