

## Corporate Sponsors

### Brand Your Business or Service With Minnesota's Heroes:

Corporate Sponsors receive extensive benefits designed to complement each corporation's strategic marketing objectives and provide return on investment.

To supplement ticketing, hospitality, marketing, and rights benefits, MSVFA Corporate Relations works closely with sponsors to create sponsorship activation enhancements.

Founded by firefighters in 2007, Minnesota State Volunteer Firefighters' Association will be the largest statewide fire service trade association.

The founders and members represent 100's of years experience and work tirelessly to improve public safety and emergency services for all the state's residents.

Through the MSVFA Corporate Sponsorship Program your company can enjoy high visibility and a prestige relationship with a profession that is highly regarded throughout the state.



### THE BENEFITS ARE NUMEROUS

- Creates interest in your products and services
- Name recognition to a highly desirable, upscale and educated audience
- Associate your business with Americas heroes
- Promote your business regionally, statewide or nationally
- Raise brand awareness and create preference
- Create positive PR and raise awareness of the organization as a whole
- Provide attractive content for a range of products and services
- Build brand positioning through associative imagery
- Support a sales promotion campaign
- Create internal emotional commitment to the brand
- Act as corporate hospitality that promotes good relations with clients.

**Sponsor is prominently credited (text, logo, and/or verbally) in the following locations as applicable to sponsorship:**

- Signage at the entrance to the exhibition or program at events
- Advertising (website, print, radio, email, and electronic print)
- Collateral materials
- Membership e-Newsletter (monthly/19,000 potential subscribers)
- MSVFA mail (monthly/100,000 potential email subscribers)
- Corporate e-Newsletter (bi-monthly to Corporate Partner companies)

- [www.msvfa.org](http://www.msvfa.org) (visitors daily)
- Exhibition and educational brochures
- Press releases and press kit folder
- Exhibition banners
- Exhibition catalogue
- Invitations to special events, press events, and VIP Opening Reception
- Special Exhibition Passes
- Branded store merchandise

### **Hospitality**

- Opportunity to host private receptions\*
- Opportunity to host exclusive, sponsor-led tours
- Opportunity to invite clients and guests to VIP Opening Receptions
- Sponsor representative speaking role at opening and press events

\*Event reservation fees and supplemental admission charges are waived; all other costs associated with the function are the responsibility of the sponsor.

### **Admission**

- Complimentary general admission for employees and guests (dependant on sponsor level)
- General admission passes
- VIP and courtesy passes
- Additional discounted tickets for purchase

### **Rights and Discounts - with prior approval from MSVFA**

- Image use in advertising
- MSVFA logo and exhibition or program title use in promotional activities
- No location fee use of the MSVFA for the production of an advertisement
- On-site product display
- Corporate purchase discount in the MSVFA Shop
- Complimentary copies of exhibition catalogues

Your sponsorship helps support MSVFA's mission, while providing a valuable image affiliation with the state's 19,665 volunteer firefighters. Below are four of the sponsorship opportunities that are available. For more information on these plans, or to customize a sponsorship plan for your company, contact MSVFA Chair, Calvin Larson at [msvfachair@msvfa.org](mailto:msvfachair@msvfa.org)

MSVFA Corporate Offices  
13728 Danbury Path  
Rosemount, MN 55608  
612-598-6369

Platinum Level - \$20,000	Gold Level - \$15,000	Silver Level - \$10,000	Copper Level - \$5,000
1. MSVFA Branded Recognition	1. MSVFA Branded Recognition	1. MSVFA Branded Recognition	1. MSVFA Branded Recognition
In the electronic magazine... Annual Corporate Focus Article Sponsor and/or Sponsored	In the electronic magazine... Sponsor and/or Sponsored	In the electronic magazine... Sponsor and/or Sponsored	In the electronic magazine... Sponsor and/or Sponsored
Benefit initial announcement article	Benefit initial announcement article	Benefit initial announcement article	Benefit initial announcement article
Monthly sponsor recognition listing	Monthly sponsor recognition listing	Monthly sponsor recognition listing	Monthly sponsor recognition listing
On the website... 30-Day Home page sponsor announcement	On the website... 30-day Home page sponsor announcement	On the website... 30-day Home page sponsor announcement	On the website... 30-day Home page sponsor announcement
Home Page Brand Presence with web link	9 Months website advertising banner	6 Months website advertising banner	3 Months website advertising banner
Yearly website advertising banner			
Special sponsor detail page with company information and press releases	Special sponsor detail page with company information and press releases	Special sponsor detail page	Special sponsor detail page
Featured link to sponsor home page and sponsor reference in multiple categories through the heavily used and robust MSVFA Links Database.	Featured link to sponsor home page and sponsor reference in multiple categories through the heavily used and robust MSVFA Links Database.	Featured link to sponsor home page and sponsor reference in a single category through the heavily used and robust MSVFA Links Database.	Featured link to sponsor home page and sponsor reference in a single category through the heavily used and robust MSVFA Links Database.
In the electronic newsletter... (3) Sponsorship related email blasts	In the electronic newsletter... (2) Sponsorship related email blasts	In the electronic newsletter... (1) Sponsorship related email blasts	In the electronic newsletter... (1) Sponsorship related email blasts

<p>to 18000+ members (rapidly growing)</p> <p>(4) e-Newsletter sponsor/benefit announcements</p> <p>(4) e-Newsletter advertisements.</p>	<p>to 18000+ members (rapidly growing)</p> <p>(3) e-Newsletter benefit announcements</p> <p>(3) e-Newsletter advertisements.</p>	<p>to 18000+ members (rapidly growing)</p> <p>(2) e-Newsletter benefit announcements</p> <p>(2) e-Newsletter advertisements</p>	<p>to 18000+ members (rapidly growing)</p> <p>(1) e-Newsletter benefit announcements</p> <p>(1) e-Newsletter advertisements</p>
<p>Special Recognition...</p> <p>Corporate Recognition Plaque Exclusive MSVFA Leadership – Sponsor Reception</p> <p>MSVFA conference or workshop Sponsor Recognition</p>	<p>Special recognition...</p> <p>Corporate Recognition Plaque Exclusive MSVFA Leadership - Sponsor Reception</p> <p>MSVFA conference or workshop Sponsor Recognition</p>	<p>Special recognition...</p> <p>Corporate Recognition Plaque Exclusive MSVFA Leadership - Sponsor Reception</p> <p>MSVFA conference or workshop Sponsor Recognition</p>	
<p>Leader Ship Access &amp; Members...</p> <p>Access to MSVFA Executive Board Standing Committees - networking, troubleshooting, at an annual business roundtable event</p>	<p>Leader Ship Access &amp; Members...</p> <p>Access to MSVFA Executive Board Standing Committees - networking, troubleshooting, at an annual business roundtable event</p>	<p>Leader Ship Access &amp; Members...</p> <p>Access to MSVFA Executive Board Standing Committees - networking, troubleshooting, at an annual business roundtable event</p>	
<p>2. Marketing Affiliation</p>	<p>2. Marketing Affiliation</p>	<p>2. Marketing Affiliation</p>	
<p>Use of MSVFA Logo on product advertising - "Official MSVFA Sponsor"</p> <p>Large MSVFA Sponsor Decal to display proudly at your place of business.</p>	<p>Use of MSVFA Logo on product advertising - "Official MSVFA Sponsor"</p> <p>Large MSVFA Sponsor Decal to display proudly at your place of business.</p>	<p>Use of MSVFA Logo on product advertising - "Official MSVFA Sponsor"</p> <p>Large MSVFA Sponsor Decal to display proudly at your place of business.</p>	

Small MSVFA Sponsor Decals for your vehicles, personnel and materials.	Small MSVFA Sponsor Decals for your vehicles, personnel and materials.	Small MSVFA Sponsor Decals for your vehicles, personnel and materials.	
3. Market Access	3. Market Access	3. Market Access	
<p>25% discount on purchase of mailing lists and mailing services</p> <p>(6) Full Color/Full Page ads in The Minnesota Volunteer Firefighter electronic magazine and 25% discount on subsequent electronic magazine advertising.</p> <p>The Minnesota Volunteer Firefighter complimentary electronic magazine subscription</p> <p>(1) Annual Online Membership Survey with prize drawing</p>	<p>15% discount on purchase of mailing lists and mailing services</p> <p>(4) Full Color/Half Page ads in The Minnesota Volunteer Firefighter electronic magazine and 15% discount on subsequent electronic magazine advertising.</p> <p>The Minnesota Volunteer Firefighter complimentary electronic magazine subscription</p>	<p>10% discount on purchase of mailing lists and mailing services</p> <p>(3) Full Color/ 1/3 Page ads in The Minnesota Volunteer Firefighter electronic magazine and 10% discount on subsequent electronic magazine advertising.</p> <p>The Minnesota Volunteer Firefighter complimentary electronic magazine subscription</p>	

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