

# Minnesota Coalition *for the* Homeless

## Sponsor and Exhibitor Guide

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### **2022 Annual Conference**

Reflect & Refresh:  
Deepening Understanding and  
Community Care

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Duluth Entertainment Convention Center  
Duluth, MN  
September 29-30, 2022

The Minnesota Coalition for the Homeless is excited to bring the 2022 Annual Conference to Duluth Entertainment Convention Center in Duluth, MN. Taking place on September 29th and 30th, this is the only conference of its kind in the Midwest. This conference brings together over 500 individuals from across the region. Attendees represent a diverse community of stakeholders invested in ending homelessness, including direct service providers, nonprofit leaders, housing developers, human service specialists, policy advocates, philanthropists, tribal members, federal, state, and county administrators, and individuals who have current or past experiences of homelessness. The two-day convening includes over 40 workshops, plenary sessions, networking, and continuing education opportunities.

Sponsors will be able to reach participants before and during the Annual Conference through recognition in promotional materials, social media, on the conference website, in the conference program, and during plenary sessions. Since this is the first time we've returned to an in-person conference since 2019, there will also be a series of exhibitor tables where you will have the chance to connect with hundreds of nonprofit and public sector leaders and staff from across the state.

**Date:** September 29-30th, 2022

**Location:** Duluth Entertainment Convention Center, Duluth, MN

**Time:** Thursday, September 29, 8:00 a.m.-4:00 p.m. & Friday, September 30, 8:00 a.m. – 3:30 p.m.

**Admission:**

- Super Saver: \$199 for members only
- Early Bird: \$230 for members/\$255 for non-members
- Standard: \$250 for members/\$280 for non-members
- Single-day: \$160 for members/ \$190 for non-members

**Attendees:** 500+ individuals from nonprofits and the public sector

**Sessions:** Large plenaries and 40+ workshops

**Conference Highlights:**

- **Exhibitor Hall:** Exhibits will feature sponsors, companies, and organizations aligned with communities working to prevent and end homelessness.
- **Welcome Plenary:** The conference will include an opening reception that will take place in the DECC.
- **Governor's Forum:** In past years, we've been thrilled to welcome all gubernatorial candidates for a special governor's forum and we are committed to this vision for 2022. Alternative plan will be a traditional keynote speaker.
- **Lunch Plenary and Awards Recognition:** We'll use the main area to recognize the winners of the Service Award, Advocate Award, and the Organizational Award
- **Networking:** Get to know hundreds of nonprofit and public sector leaders and staff from across the state—meet new colleagues and reconnect with your network.

Questions about sponsorship opportunities at the 2021 MCH Annual Conference? Please contact Clara Lind at [clara@mnhomelesscoalition.org](mailto:clara@mnhomelesscoalition.org) or 612-258-9149.

## Sponsorship Opportunities

Recognition in Marketing Materials	Leadership (\$10,000+)	Champion (\$5,000)	Advocate (\$2,500)	Friend (\$1,000)	Grassroots (\$500)
Logo/link to sponsor website on all conference web pages	◇	◇			
Logo/link to sponsor website on sponsor page of the conference website	◇	◇	◇	◇	
Name/link to sponsor website on sponsor page of conference website					◇
Link to sponsor website in conference email messages	3 emails Logo	2 emails Logo	1 email Logo	2 emails (Name)	1 email (Name)
Tweets about you from MCH with conference hashtag	2	2	1	Featured in joint tweet with other Friend sponsors	Featured in joint tweet with other Grassroots sponsors
Recognition at Conference	Leadership	Champion	Advocate	Friend	Grassroots
Logo will appear on large screens in the DECC	◇	◇	◇	◇	
Name will appear on large screens in the DECC					◇
Logo on inside of front cover of conference program	◇				
Logo on back cover of conference program		◇	◇		
Name featured on conference program				◇	◇
Recognized as a sponsor by a plenary emcee	◇	◇	◇		

Exhibit, Advertising with your Sponsorship	Leadership	Champion	Advocate	Friend	Grassroots
Admission to all conference events (additional attendees can be registered at \$255 rate)	5	4	3	2	1
Conference exhibitor table for your organization	◇	◇	◇	◇	
One-page flyer (provided by the sponsor included) in conference packets/swag bags	◇	◇	◇		
Advertisement in conference program	◇ (Full page)	◇ (½ page)	◇ (½ page)		

## Overview of Sponsorship Benefits

<p>➤ <b>Leadership Level Sponsorship (\$10,000+)</b></p> <ul style="list-style-type: none"> <li>o Logo/link on all conference web pages</li> <li>o Logo/link on sponsor page of conference website</li> <li>o Link to sponsor website in conference email messages</li> <li>o Tweets mentioning you from MCH with conference hashtag (#MCHConf)</li> <li>o Opportunity to speak at Plenary Session</li> <li>o Logo will appear on large screens in the DECC</li> <li>o Logo on inside of front cover of conference program</li> <li>o Recognized as a sponsor by a plenary emcee</li> <li>o Admission to all conference events</li> <li>o One-page flyer included in conference packets*</li> <li>o Advertisement in conference program</li> </ul>	<p>➤ <b>Friend Level Sponsorship (\$1,000)</b></p> <ul style="list-style-type: none"> <li>o Logo/link on sponsor page of conference website</li> <li>o Link to sponsor website in conference email messages</li> <li>o Tweets about you from MCH with conference hashtag</li> <li>o Name featured on conference program</li> <li>o Admission to all conference events</li> <li>o Name featured on screens at the conference center</li> <li>o Conference exhibitor table for your organization</li> </ul>
<p>➤ <b>Champion Level Sponsorship (\$5,000)</b></p> <ul style="list-style-type: none"> <li>o Logo/link on all conference web pages</li> <li>o Logo/link on sponsor page of conference website</li> <li>o Link to sponsor website in separate conference email messages</li> <li>o Tweets about you from MCH with conference hashtag</li> <li>o Logo will appear on large screens in the DECC</li> <li>o Logo on back cover of conference program</li> <li>o Recognized as a sponsor by a plenary emcee</li> <li>o Admission to all conference events</li> <li>o Conference exhibitor table for your organization</li> <li>o One-page flyer included in conference packets*</li> <li>o Advertisement in conference program</li> </ul>	<p>➤ <b>Grassroots Level Sponsorship (\$5,000)</b></p> <ul style="list-style-type: none"> <li>o Name/link on sponsor page of conference website</li> <li>o Link to sponsor website in conference email messages</li> <li>o Tweets about you from MCH with conference hashtag</li> <li>o Name featured on conference program</li> <li>o Admission to all conference events</li> <li>o Name featured on screens at the conference center</li> </ul>
<p>➤ <b>Advocate Level Sponsorship (\$2,500)</b></p> <ul style="list-style-type: none"> <li>o Logo/link to sponsor website on sponsor page of conference website</li> <li>o Link to sponsor website in conference email messages</li> <li>o Tweets about you from MCH with conference hashtag</li> <li>o Logo will appear on large screens in the DECC</li> <li>o Logo on back cover of conference program</li> <li>o Recognized as a sponsor by a plenary emcee</li> <li>o Admission to all conference events</li> <li>o Conference exhibitor table for your organization</li> <li>o Advertisement in conference program</li> </ul>	<p><i>*One page flyers provided by the sponsor</i></p> <p><b>Questions about sponsorship opportunities?</b> Please contact Clara Lind at clara@mnhomelesscoalition.org or 612-258-9149.</p>

## Exclusive Sponsorship Opportunities

- **Sponsor the coffee station - \$500 (4 available)**  
Perk everyone up by sponsoring a coffee bar during the afternoon when everyone needs a little pick me up! The coffee bar comes with cream, sugar, and coffee cups.
  - **Badges and Lanyards - \$1,500 (1 available)**  
Place your company logo in a prominent position on every single lanyard at the show. This exclusive sponsorship has outstanding visibility.
  - **Opportunity to sponsor the program printing - \$2,000 (4 available)**  
Have the opportunity to have your organization's name listed on each page of the conference brochure as a "Print Sponsor".
  - **Social Media Station - \$2,500 (1 available)**  
Host the social media station at MCH's conference! It will include our beloved MCH backdrop for photo opportunities.
  - **Sponsor the Governor's Forum- \$7,500 (1 available)**  
Sponsor the Governor's Forum and receive the following exciting opportunities: introduce the Keynote Speaker in front of 500+ advocates and have your organizational logo on screen during the keynote address.
  - **Opportunity to sponsor a meal - \$10,000 (4 available)**  
Sponsor one of four meals during our Annual Conference! Your logo will be displayed on the large screens throughout the meal with organizational information at each table.
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## Exhibitor Opportunities

Over 500 participants working to end homelessness are expected to attend the largest convening of its kind in the Midwest. As an exhibitor, you will have the opportunity to meet with nonprofit and public sector leaders and staff, working in all departments of human services and affordable housing. As an exhibitor, you will be in a prime location near conference attendees for maximum impact.

Exhibitor opportunities are included at the Friendship-level sponsorship. For exhibitors who are not sponsors, the cost is \$300.

### Benefits to You:

- Connect with nonprofits, state, and county staff and communities working to end homelessness from across the state
- Meet with new prospects and connections
- Maximize your exposure with an engaged audience

### At the Conference:

- Concentrated periods of time where participants will be focused on networking and visiting with exhibitors
- Exhibits located in walkways directly outside of conference registration booths
- Participate in a "passport program" wherein people get a stamp at each exhibitor booth and if they fill out the entire card, they will be entered to win the grand prize.

- Coffee/refreshments amongst exhibits on both days
- Connecting break times on both days

**Exhibitor Package Includes:**

- Skirted table, two chairs, wireless Internet access
- Listing with web address in the program
- Listing and link on the event website
- Free admission to the entire conference for one person (additional staff can register at the Early Bird Rate of \$255)

**Pricing:**

- Exhibitor opportunities are included at the Friendship-level sponsorship (\$1,000) and above
  - \$300 for non-sponsor exhibitors and includes one conference registration
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