



419

MSFCA Sponsorship Opportunities



Optimize your exposure to leaders in the Minnesota Fire Service!

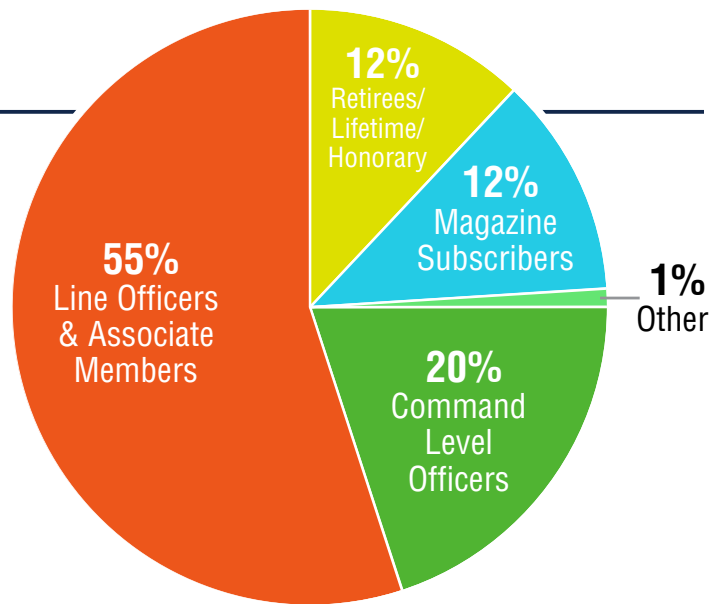
Invest in the MSFCA Sponsorship Program to receive special sponsor-only opportunities and incredible discounts on advertising and event participation, while demonstrating your support to enable the dedicated leadership of the Minnesota State Fire Chiefs Association in reaching its mission:

To create a stronger, more effective Minnesota fire service by engaging leaders with the best training, education and professional development opportunities available.

Membership Data

Of the 775 fire departments throughout Minnesota, Minnesota State Fire Chiefs Association (MSFCA) has representation in 358 (46%) of those departments. There are over 1,700 total active and retired volunteer, combination, career and affiliated members of MSFCA.

Over 20% of members are Command Level Officers; 55% are Line Officer and Associate members, 12% are Retired/Lifetime/Honorary members; another 12% subscribe just to receive the MSFCA publications and the remaining are comprised of Sustaining members and other State associates.



Sustaining Membership

Sustaining membership is available to corporations, companies, partnerships and any other organization in the fire equipment, prevention, suppression, detection, business and any other business organization interested in better fire protection.

Companies who enter into the Sponsorship Program are granted Sustaining member status in MSFCA. If not interested in the Sponsorship Program packages, a company may still wish to become a Sustaining member (\$200 annually) to obtain the 25% member discount on advertisements and exhibits for MSFCA events.

	Member	Non-Member	Savings
MSFCA Events			
Conference Booth	\$800	\$1,000	25% = \$200
FOTOS Booth	\$350	\$437.50	25% = \$87.50 (up to 2x/yr)
Minnesota Fire Chief Magazine – Quarterly, 4x/yr			
Full Page Ad	\$800	\$1,000	25% = \$200 (up to 4x/yr)
Half Page Ad	\$400	\$500	25% = \$100 (up to 4x/yr)
Quarter Page Ad	\$200	\$250	25% = \$50 (up to 4x/yr)
MSFCA E-Newsletter – Monthly, 12x/yr			
Banner Ad	\$500	\$625	25% = \$125 (up to 12x/yr)
Half Banner Ad	\$250	\$312.50	25% = \$62.50 (up to 12x/yr)
Small Ad	\$100	\$125	25% = \$25 (up to 12x/yr)

Sponsorship Program Summary

This brochure extensively describes the benefits that are available in increasing value at the higher levels of the program. Each Bugle level has a dedicated page identifying what's included at that level, and items which are available at higher levels are grayed-out for an easy way to compare the specific against the percentage and dollar value.

	Cost	Value	Savings
5-Bugle	\$12,500	\$19,400	55% = \$6,900
4-Bugle	\$10,000	\$12,325	23% = \$2,325
3-Bugle	\$7,500	\$8,950	19% = \$1,450
2-Bugle	\$5,000	\$5,625	13% = \$625
1-Bugle	\$2,500	\$2,600	4% = \$100

Exclusive Sponsor Benefits

MSFCA does not offer website advertising, but it does showcase the generosity of the 1- to 5- Bugle Sponsors in a variety of ways. There's a sponsor page dedicated on the website, and special posts and banners created to thank the Sponsors throughout the year. MSFCA also now shares sponsor information through its social media channels. These new and exclusive exposure opportunities are not offered to companies that purchases advertising, exhibit space or add-on sponsorships a la carte, it is reserved for those companies who invest in MSFCA at one of the Bugle levels.

5-Bugle Sponsorship Opportunity

Former Diamond Level

All companies included in sponsorship program are considered Sustaining Members of the MSFCA.

VALUE: \$19,400

YOU PAY: \$12,500

YOU SAVE: \$6,900 (55% Savings)



ITEMS INCLUDED IN 5-BUGLE SPONSORSHIP LEVEL		VALUE
WEBSITE <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Home Page Banner (\$500, 1x/yr) Home Page Rotator (\$250, 6x/yr) Home Page Post (\$250, 2x/yr) 	<ul style="list-style-type: none"> Specific Page Banner (\$300, 1x/yr) Specific Page Post (\$150) Sponsor Page Listing (\$75, Large logo + link) 	\$2,575
SOCIAL MEDIA <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Email Blast to Members (\$500, 2x/yr) Facebook Shares (\$100, 9x/yr) 	<ul style="list-style-type: none"> LinkedIn Posts (\$100, 9x/yr) Twitter/Tweets (\$50, 9x/yr) 	\$3,250
PUBLICATIONS <i>Non-sponsors are charged 25% more for advertisements</i>		
<ul style="list-style-type: none"> Submit Article for Magazine <i>(Invited when space allows)</i> NEW: 5-Bugle Feature (\$800, 1x/yr) <i>(1/2 page interview article + 1/2 page ad)</i> Magazine/Directory Advertising (\$800ea, Full Page 4x/yr) NEW: Quarterly in 2019, Quarter 4 issue is the Directory. 	<ul style="list-style-type: none"> Submit Article for E-Newsletter <i>(Invited when space allows)</i> E-Newsletter Advertising (\$500, Full Banner 6x/yr) Sponsor Page Listing (\$25, In all issues of all publications) 	\$7,025
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$400, 1 Pass) <i>(To hand out to a potential Conference attendee)</i> Priority Booth Location <i>(Hierarchical Priority)</i> Truck/Booth Space (\$800 each, 2 spaces included) Plus variable percentage discount on additional Truck/Booth spaces <i>(25% off add'l purchased spaces)</i> Representative Meals included (\$75, Up to 12) Vendor Appreciation Breakfast (\$25, Up to 4) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Identified by signage as sponsor of an Educational Session (\$150, Invited to introduce speaker, limited qty) Tote bag distributed at registration (\$150, Logo) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$75, Large Logo & Listing in Program) Onsite event banner signage (\$500, Group listing on large display banner, size/location dependent on venue) Onsite individual signage (\$150, Individual standing vinyl logo banner) Square Booth signage (\$50, 2' square 5-Bugle Sign) Onsite powerpoint presentations (\$75, Large Logo) Verbally thanked during remarks (\$25) Thanked in publications following event (\$75, Large Logo & Listing) Mobile App Push Notification (\$500, 1 Included) 	\$4,925
FIRE OFFICER & TRAINING OFFICER SCHOOL EVENTS		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$300, 1 Pass) <i>(To hand out to a potential FOTOS attendee)</i> Priority Booth Location <i>(Hierarchical Priority)</i> Table/Booth Space (\$350, 1 space included at each Alexandria and Duluth Events) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Tote bag distributed at registration (\$150, Logo) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$75, Large Logo & Listing in Program) Onsite individual signage (\$150, Individual standing vinyl logo banner) Thanked in publications following event (\$75, Large Logo & Listing) 	\$1,625

4-Bugle Sponsorship Opportunity



Former Platinum Level. Grayed-out items (Example) become available at higher Sponsorship Levels.

All companies included in sponsorship program are considered Sustaining Members of the MSFCA.

VALUE: \$12,325

YOU PAY: \$10,000

YOU SAVE: \$2,325 (23% Savings)

ITEMS INCLUDED IN 5-BUGLE SPONSORSHIP LEVEL		VALUE
WEBSITE <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Home Page Banner (\$500, 1x/yr) Home Page Rotator (\$250, 4x/yr) Home Page Post (\$250, 1x/yr) 	<ul style="list-style-type: none"> Specific Page Banner (\$300, 1x/yr) Specific Page Post (\$150) Sponsor Page Listing (\$50, Small logo + link) 	\$1,600
SOCIAL MEDIA <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Email Blast to Members (\$500, 1x/yr) 	<ul style="list-style-type: none"> Facebook Shares (\$100, 6x/yr) LinkedIn Posts (\$100, 6x/yr) Twitter/Tweets (\$50, 6x/yr) 	\$2,000
PUBLICATIONS <i>Non-sponsors are charged 25% more for advertisements</i>		
<ul style="list-style-type: none"> Submit Article for Magazine (<i>Invited when space allows</i>) NEW: 5-Bugle Feature (\$800, 1x/yr) <i>(1/2 page interview article + 1/2 page ad)</i> Magazine/Directory Advertising (\$800 Full + \$400 Half + \$800 Full in Q4 (total = 3x/yr)) NEW: Quarterly in 2019, Quarter 4 issue is the Directory. 	<ul style="list-style-type: none"> Submit Article for E-Newsletter (<i>Invited when space allows</i>) E-Newsletter Advertising (\$500 Full Banner 3x/yr + \$250 Half Banner 3x/yr) Sponsor Page Listing (\$25, In all issues of all publications) 	\$4,275
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$400, 1 Pass) <i>(To hand out to a potential Conference attendee)</i> Priority Booth Location (<i>Hierarchical Priority</i>) Truck/Booth Space (\$800, 1 space included) Plus variable percentage discount on additional Truck/Booth spaces (20% off add'l purchased spaces) Representative Meals included (\$75, Up to 10) Vendor Appreciation Breakfast (\$25, Up to 4) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Identified by signage as sponsor of an Educational Session (\$150, Invited to introduce speaker, limited qty) Tote bag distributed at registration (\$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$50, Small Logo & Listing in Program) Onsite event banner signage (\$500, Group listing on large display banner, size/location dependent on venue) Onsite individual signage (\$150, Individual standing vinyl logo banner) Square Booth signage (\$50, 2' square 4-Bugle Sign) Onsite powerpoint presentations (\$50, Small Logo) Verbally thanked during remarks (\$25) Thanked in publications following event (\$50, Small Logo & Listing) Mobile App Push Notification (\$500, 1 Included) 	\$2,925
FIRE OFFICER & TRAINING OFFICER SCHOOL EVENTS		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$300, 1 Pass) <i>(To hand out to a potential FOTOS attendee)</i> Priority Booth Location (<i>Hierarchical Priority</i>) Table/Booth Space (\$350, 1 space included at each Alexandria and Duluth Events) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Tote bag distributed at registration (\$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$50, Small Logo & Listing in Program) Onsite individual signage (\$150, Individual standing vinyl logo banner) Thanked in publications following event (\$50, Small Logo & Listing) 	\$1,525

3-Bugle Sponsorship Opportunity

Former Gold Level. Grayed-out items (Example) become available at higher Sponsorship Levels.

All companies included in sponsorship program are considered Sustaining Members of the MSFCA.

VALUE: \$8,950

YOU PAY: \$7,500

YOU SAVE: \$1,450 (19% Savings)



ITEMS INCLUDED IN 5-BUGLE SPONSORSHIP LEVEL		VALUE
WEBSITE <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Home Page Banner (\$500, 1x/yr) Home Page Rotator (\$250, 3x/yr) Home Page Post (\$250, 2x/yr) 	<ul style="list-style-type: none"> Specific Page Banner (\$300, 1x/yr) Specific Page Post (\$150, 2x/yr) Sponsor Page Listing (\$25, link) 	\$1,075
SOCIAL MEDIA <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Email Blast to Members (\$500) 	<ul style="list-style-type: none"> Facebook Shares (\$100, 3x/yr) LinkedIn Posts (\$100, 3x/yr) Twitter/Tweets (\$50, 3x/yr) 	\$750
PUBLICATIONS <i>Non-sponsors are charged 25% more for advertisements</i>		
<ul style="list-style-type: none"> Submit Article for Magazine <i>(Invited when space allows)</i> NEW: 5-Bugle Feature (\$800, 1x/yr) <i>(1/2 page interview article + 1/2 page ad)</i> Magazine/Directory Advertising (\$400ea, Half Page 4x/yr) NEW: Quarterly in 2019, Quarter 4 issue is the Directory. 	<ul style="list-style-type: none"> Submit Article for E-Newsletter <i>(Invited when space allows)</i> E-Newsletter Advertising (\$250, Half Banner 6x/yr) Sponsor Page Listing (\$25, In all issues of all publications) 	\$3,125
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$400, 1 Pass) <i>(To hand out to a potential Conference attendee)</i> Priority Booth Location <i>(Hierarchical Priority)</i> Truck/Booth Space (\$800, 1 space included) Plus variable percentage discount on additional Truck/Booth spaces <i>(15% off add'l purchased spaces)</i> Representative Meals included (\$75, Up to 8) Vendor Appreciation Breakfast (\$25, Up to 4) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Identified by signage as sponsor of an Educational Session (\$150, Invited to introduce speaker, limited qty) Tote bag distributed at registration (\$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$25, Listing in Program) Onsite event banner signage (\$500, Group listing on large display banner, size/location dependent on venue) Onsite individual signage (\$150, Individual standing vinyl logo banner) Square Booth signage (\$50, 2' square 3-Bugle Sign) Onsite powerpoint presentations (\$25, Name) Verbally thanked during remarks (\$25) Thanked in publications following event (\$25, Listing) Mobile App Push Notification (\$500, 1 Included) 	\$2,600
FIRE OFFICER & TRAINING OFFICER SCHOOL EVENTS		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$300, 1 Pass) <i>(To hand out to a potential FOTOS attendee)</i> Priority Booth Location <i>(Hierarchical Priority)</i> Table/Booth Space (\$350, 1 space included at each Alexandria and Duluth Events) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Tote bag distributed at registration (\$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$25, Listing in Program) Onsite individual signage (\$150, Individual standing vinyl logo banner) Thanked in publications following event (\$25, Listing) 	\$1,400

2-Bugle Sponsorship Opportunity

Former Silver Level. Grayed-out items (Example) become available at higher Sponsorship Levels.

All companies included in sponsorship program are considered Sustaining Members of the MSFCA.

VALUE: \$5,625

YOU PAY: \$5,000

YOU SAVE: \$625 (13% Savings)



ITEMS INCLUDED IN 5-BUGLE SPONSORSHIP LEVEL		VALUE
WEBSITE <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Home Page Banner (\$500, 1x/yr) Home Page Rotator (\$250, 2x/yr) Home Page Post (\$250, 2x/yr) 	<ul style="list-style-type: none"> Specific Page Banner (\$300, 1x/yr) Specific Page Post (\$150, 1x/yr) Sponsor Page Listing (\$25, link) 	\$675
SOCIAL MEDIA <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Email Blast to Members (\$500) 	<ul style="list-style-type: none"> Facebook Shares (\$100, 2x/yr) LinkedIn Posts (\$100, 2x/yr) Twitter/Tweets (\$50, 2x/yr) 	\$500
PUBLICATIONS <i>Non-sponsors are charged 25% more for advertisements</i>		
<ul style="list-style-type: none"> Submit Article for Magazine (<i>Invited when space allows</i>) NEW: 5-Bugle Feature (\$800, 1x/yr) <i>(1/2 page interview article + 1/2 page ad)</i> Magazine/Directory Advertising (\$400 Half + \$200 Quarter + \$400 Half in Q4 (total = 3x/yr)) NEW: Quarterly in 2019, Quarter 4 issue is the Directory. 	<ul style="list-style-type: none"> Submit Article for E-Newsletter (<i>Invited when space allows</i>) E-Newsletter Advertising (\$100, Small 3x/yr) Sponsor Page Listing (\$25, In all issues of all publications) 	\$1,325
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$400, 1 Pass) <i>(To hand out to a potential Conference attendee)</i> Priority Booth Location (<i>Hierarchical Priority</i>) Truck/Booth Space (\$800, 1 space included) Plus variable percentage discount on additional Truck/Booth spaces (10% off add'l purchased spaces) Representative Meals included (\$75, Up to 6) Vendor Appreciation Breakfast (\$25, Up to 2) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Identified by signage as sponsor of an Educational Session (\$150, Invited to introduce speaker, <i>limited qty</i>) Tote bag distributed at registration (\$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$25, Listing in Program) Onsite event banner signage (\$500, Group listing on large display banner, size/location dependent on venue) Onsite individual signage (\$50, Group listing name on vinyl banner) Square Booth signage (\$25, 1' square 2-Bugle Sign) Onsite powerpoint presentations (\$25, Name) Verbally thanked during remarks (\$25) Thanked in publications following event (\$25, Listing) Mobile App Push Notification (\$500, 1 Included) 	\$2,150
FIRE OFFICER & TRAINING OFFICER SCHOOL EVENTS		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$300, 1 Pass) <i>(To hand out to a potential FOTOS attendee)</i> Priority Booth Location (<i>Hierarchical Priority</i>) Table/Booth Space (\$350, 1 space included at each Alexandria and Duluth Events) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Tote bag distributed at registration (\$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$25, Listing in Program) Onsite individual signage (\$50, Group listing name on vinyl banner) Thanked in publications following event (\$25, Listing) 	\$975

1-Bugle Sponsorship Opportunity

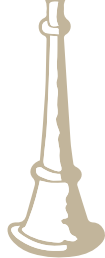
Former Bronze Level. Grayed-out items (Example) become available at higher Sponsorship Levels.

All companies included in sponsorship program are considered Sustaining Members of the MSFCA.

VALUE: \$2,600

YOU PAY: \$2,500

YOU SAVE: \$100 (4% Savings)



ITEMS INCLUDED IN 5-BUGLE SPONSORSHIP LEVEL		VALUE
WEBSITE <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Home Page Banner (\$500, 1x/yr) Home Page Rotator (\$250, 2x/yr) Home Page Post (\$250, 2x/yr) 	<ul style="list-style-type: none"> Specific Page Banner (\$300, 1x/yr) Specific Page Post (\$150) Sponsor Page Listing (\$25, link) 	\$25
SOCIAL MEDIA <i>None of these opportunities are available to non-sponsors</i>		
<ul style="list-style-type: none"> Email Blast to Members (\$500) Facebook Shares (\$100, 1x/yr) 	<ul style="list-style-type: none"> LinkedIn Posts (\$100, 1x/yr) Twitter/Tweets (\$50, 1x/yr) 	\$250
PUBLICATIONS <i>Non-sponsors are charged 25% more for advertisements</i>		
<ul style="list-style-type: none"> Submit Article for Magazine (<i>Invited when space allows</i>) NEW: 5-Bugle Feature (\$800, 1x/yr) <i>(1/2 page interview article + 1/2 page ad)</i> Magazine/Directory Advertising (\$200ea, Quarter Page 2x/yr) NEW: Quarterly in 2019, Quarter 4 issue is the Directory. 	<ul style="list-style-type: none"> Submit Article for E-Newsletter (<i>Invited when space allows</i>) E-Newsletter Advertising (\$100, Small 1x/yr) Sponsor Page Listing (\$25, In all issues of all publications) 	\$525
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$400, 1 Pass) <i>(To hand out to a potential Conference attendee)</i> Priority Booth Location (<i>Hierarchical Priority</i>) Truck/Booth Space (\$800, 1 space included) Plus variable percentage discount on additional Truck/Booth spaces (10-25% off add'l purchased spaces) Representative Meals included (\$75, Up to 4) Vendor Appreciation Breakfast (\$25, Up to 2) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Identified by signage as sponsor of an Educational Session (\$150, Invited to introduce speaker, <i>limited qty</i>) Tote bag distributed at registration (\$150, Logo or \$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$25, Listing in Program) Onsite event banner signage (\$500, Group listing on large display banner, size/location dependent on venue) Onsite individual signage (\$50, Group listing name on vinyl banner) Square Booth signage (\$25, 1' square 1-Bugle Sign) Onsite powerpoint presentations (\$25, Name) Verbally thanked during remarks (\$25) Thanked in publications following event (\$25, Listing) Mobile App Push Notification (\$500, 1 Included) 	\$1,325
FIRE OFFICER & TRAINING OFFICER SCHOOL EVENTS		
<ul style="list-style-type: none"> NEW: Complimentary Attendee Registration (\$300, 1 Pass) <i>(To hand out to a potential FOTOS attendee)</i> Priority Booth Location (<i>Hierarchical Priority</i>) Table/Booth Space (\$350, 1 space included at EITHER Alexandria or Duluth Events) Thanked as raffle prize donor (\$100) <i>(Prizes still given out, but no longer "stamp-card" activity)</i> Tote bag distributed at registration (\$150, Logo or \$75, Name) Flyer included in attendee tote bag (\$50, Invited to supply handout) 	<ul style="list-style-type: none"> Promotional Conference Emails (\$25, Link to Sponsor web page) Onsite printed attendee handouts (\$25, Listing in Program) Onsite individual signage (\$50, Group listing name on vinyl banner) Thanked in publications following event (\$25, Listing) 	\$475

More Information About Sponsorship



Hierarchical Priority

As tradeshow layouts are drafted for events, advertisements placed in publications and social media posts scheduled, priority is given first to the highest level of sponsor on a first-come, first-served basis.

Website

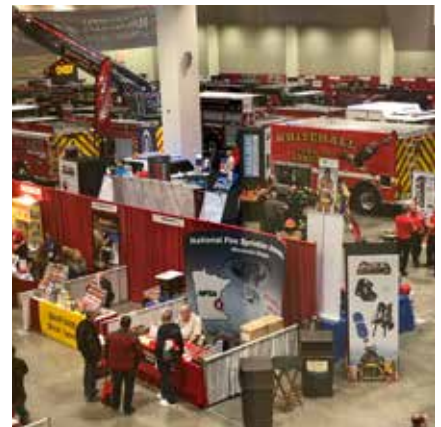
These home page and specific page images (created by the office, not the company) are placed on www.msfc.org as a way for the association to highlight the generosity of companies who support the MSFCA's mission. These are not advertisements, nor is this type of exposure available for purchase. This is the MSFCA's way of saying 'thank you' to those 1- to 5-Bugle Sponsors. All sponsors names will be listed and linked on dedicated sponsor page: www.msfc.org/page/Sponsorship. Logos will be included at the 4- and 5-Bugle Levels.

Social Media

Sponsors will have the opportunity to reserve their social media spots on a calendar of availability maintained by the office. Only a limited quantity of each are available. Social media shared by MSFCA for the 2- through 5-Bugle Levels will identify that it is a sponsored message.

Event Related Notes

- Sponsors will be contacted separately about additional items available for purchase for their Annual Conference exhibits. The types of direct passthrough items that are not included in the \$800 booth/table space such as electricity; carpet; internet; additional display tables and other booth furniture/equipment.
- If a company is unable to attend the Annual Conference or one of the Fire Officer and Training Officer School events, the monetary amount for the truck/booth/table space can be allocated towards a sponsorship for that specific event, but cannot be exchanged for any other sponsorship program benefits.
- The amount of space available for truck/booth/table space is limited by each venue. If additional space is available, it will be offered first to Sponsorship Program participants.
- Sponsors at the 2- through 5-Bugle levels received varying discounts on the purchase of any additional booth spaces.
- Lanyards are offered as an add-on sponsorship, but tote-bags will be produced by the MSFCA office in bulk each year in January. One side will be imprinted with the 5-Bugle sponsor logos, the other side will contain company names of the 2- through 4-Bugle levels. These bags will be used at that year's Fire Officer and Training Officer School events and the Annual Conference.



Publication Advertising

Additional costs apply for items below, they are not included in the Sponsorship Program.



Minnesota Fire Chief Magazine

This full-color, quarterly printed periodical is one of MSFCA's primary communication vehicles among its readership. More than 200 individuals in the organization sign up just to receive this benefit. Along with sharing association news and providing critical educational material to keep Minnesota's fire service leadership up-to-date with the important information needed to administer a modern fire department and to provide effective fire protection for their communities, it's one of the most visible ways for companies to showcase their products and services.

Technical Specifications: Content due as full-color (CMYK), 300dpi, print-ready image file. Preferred file types: .pdf or .jpg. Add 1/8" on all sides for full bleed.

Submission Deadlines: Q1-Dec 1; Q2-Mar 1; Q3-Jun1; Q4*-Sept 1. Issue expected in mailboxes by middle of month following submission deadline. (i.e.: Q1 mid-January)

*The fourth-quarter issue dually serves as the onsite conference program and annual directory for the association. Issue is mailed and handed out onsite at the Annual Conference.

MAGAZINE	SIZE	MEMBER	NON MEMBER
Full Page	8.25" wide x 10.75" tall	\$800	\$1,000
Half Page	8.25" wide x 5.375" tall -or- 4.125" wide x 10.75" tall	\$400	\$500
Quarter Page	4.125" wide x 5.375" tall	\$200	\$250

Directory advertisements same cost

MSFCA E-Newsletter

Distributed monthly this electronic message will connect recipients directly to the MSFCA website and while it conveys some important educational information to readers, this more frequent delivery method will be the primary source of event information, award deadlines, and timely association news.

Technical Specifications: Full-color (RGB) images below 100k max file size are accepted. Preferred file types: .gif, .png or .jpg. Link to company to be provided upon submission.

Submission Deadlines: The first of the month prior to distribution. Email distributed within first week of month. (i.e. February issue content due Jan 1, distributed first week in February.)

E-NEWSLETTER	SIZE	MEMBER	NON MEMBER
Full Banner	468 wide x 50 tall = pixels	\$500	\$625
Half Banner	234 wide x 50 tall = pixels	\$250	\$312.50
Small Ad	100 wide x 100 tall = pixels	\$100	\$125

Customized Advertisements

If your 1- to 5-Bugle package doesn't quite fit what you want to do for advertising throughout the year, Sponsorship Program participants may exchange the value of their package among the sizes and quantities of their placements in the Magazine and E-Newsletter however they like and may exchange them between the printed and electronic publications. However, should a sponsor want to increase the size and/or quantity and it results in a higher cost, that sponsorship package can be upgraded for that higher cost.

Example: a 4-Bugle sponsor receives 2-Full page ads in the magazine/directory for \$800 each + 1 Half page ad for \$400 = \$2,000 in advertising, a total of 3 insertions. To upgrade to a Full page ad in each quarterly magazine it would be an additional \$1,200 to bring that up to 4 insertions at \$800 each.

Add-On Sponsorship Opportunities

Additional costs apply for items below, they are not included in the Sponsorship Levels.



Add-Ons

In addition to the robust, bountiful packages at the 1- to 5-Bugle levels which include many of the great ways companies can showcase their products and services to MSFCA, there are additional ways to have incredible exposure throughout the year. These Add-On options are not part of the sponsorship packages, they are available for purchase separately, to members, non-members, sponsors and non-sponsors alike. Anyone wanting to contribute to the MSFCA without a long-term of complex commitment can still find great ways to get their company name in front of the attendees and readership through these Add-On opportunities.

Add-On Sponsorship Priority

When applicable, the previous year's sponsor of an item/event is granted a period of time for first-right-of-refusal on the next year's same item/event. Partial sponsorships are available as a reduced cost option for companies willing to share the exposure level with another company.



ANNUAL CONFERENCE	PRICING
Awards Banquet – Friday	\$10,000
Reception – Wednesday	\$5,000
Lunch - Thursday	\$7,500
Lunch - Friday	\$7,500
Memorial Service – Friday	\$3,000
Fire Officer of the Year Award for Large City	\$2,000
Fire Officer of the Year Award for Small City	\$2,000
Printing of On-site Conference Program	\$4,000
Partner/Family Event – Thursday or Friday	\$2,000
Board Meeting – Wednesday	\$1,500
Symposium Session multiple available	\$3,000
Educational Session multiple available	\$2,000
Lanyards	\$2,500
Mobile App	\$2,000
Mobile App Push Notification	\$500
Shared Sponsorship of Refreshment Break	\$250

Additional Publicity Sponsorships at the Event

- Company listed on Conference webpage
- Recognition on display signage at Conference near specific item/event
- Onsite powerpoint presentations
- Verbally thanked for specific add-on during remarks
- Thanked in publications following event

FIRE OFFICER & TRAINING OFFICER SCHOOLS	PRICING
Shared Meal Sponsor	\$500
Shared Beverage Sponsor	\$400

Additional Publicity Sponsorships at the Event

- Company listed on event webpage
- Recognition on display signage at registration & near meals/beverages
- Thanked in publications following event

ADDITIONAL OPPORTUNITIES	PRICING
Fire Officer & Training Officer School Attendee Sponsorship	\$300
Annual Conference Attendee Sponsorship	\$400
Board Meeting Sponsorship	\$1,500
Poster Contest Sponsorship	\$1,500

Sponsorship towards maintaining/upgrading/replacing rentable items:

- | | | |
|----------------------|---------------------------|--------------|
| • Antique Fire Truck | • Kitchen Safety Trailers | • 9/11 Float |
| • Bullex Trailer | • Safety Hopper | • Lobbyist |

Variable

Sponsorship Commitment Form



Thank you for your commitment to supporting the mission of the Minnesota State Fire Chiefs Association through your contribution.

Please complete the details on this form to customize your promotional opportunities for 2019 and return to the MSFCA office:

MSFCA: 6737 W Washington St, Ste 4210, Milwaukee, WI 53214 • office@msfca.org • Questions? 800-743-0911

SPONSOR INFORMATION

Company/Entity Name: _____

Address: _____

City/State/Zip: _____

Toll-free: _____ Fax: _____ Website: _____

Billing Contact	Name	Phone	Email
Advertising Contact <input type="checkbox"/> same as above	Name	Phone	Email
Events Contact <input type="checkbox"/> same as above	Name	Phone	Email
Social Media Contact <input type="checkbox"/> same as above	Name	Phone	Email

SPONSORSHIP PACKAGE

See sponsorship pages (3-7) for more details.

- 5-Bugle 🎺 (\$12,500)
- 4-Bugle 🎺 (\$10,000)
- 3-Bugle 🎺 (\$7,500)
- 2-Bugle 🎺 (\$5,000)
- 1-Bugle 🎺 (\$2,500)

ADD-ON OPPORTUNITIES

See Add-On pages (8-9) for more details.

Please list desired Add-on Opportunities below.

- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type

Additional Add-On Opportunities can be processed by contacting the MSFCA Office:
Email: office@msfca.org -or- Phone: 800-743-0911.

PUBLICATION OPPORTUNITIES

See Publication page (10) for more details.

Please list Add-on or Increased Amounts.

- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type

Additional Publication Opportunities can be processed by contacting the MSFCA Office: Email: office@msfca.org -or- Phone: 800-743-0911.

PAYMENT INFORMATION

Payment Intervals

Payment in full is requested upon submission of Commitment form, but additional options are available:

Please select:

- Payment in full upon submission

Total Sponsorship Amount

\$

-or- Invoice me:

- Biannually (Jan & Jun)
- Quarterly (Jan/Apr/Jul/Oct)
- Monthly
- Other _____

Payment Method

Please select:

- Check mailed to:
MSFCA, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214
- MN SWIFT System, call for details: 800-743-0911
- Credit card:

Cardholder name: _____

Card number: _____

Expiration Date: _____ CVV: _____

Billing address: _____

City/State/Zip: _____

Receipt e-mailed to: _____



Minnesota State Fire Chiefs Association
6737 W. Washington St, Suite 4210
Milwaukee, WI 53214



'19

MSFCA Sponsorship Opportunities



New Sponsorship Program Levels Inside!