



2012
Marketing
Opportunities

Advancing Business for a Stronger Community



One of the many benefits Greater Mankato Growth (GMG) members receive is the opportunity to take advantage of exclusive marketing opportunities.

To sign up for these marketing opportunities, visit greatermankato.com/gmg-opportunities.php and complete the online agreement. After you submit the form, you will receive a confirmation indicating we have received it. If you fail to receive this confirmation or have questions after receiving it, please feel free to call us at 507.385.6640.

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Some Marketing Opportunities are limited. To be fair to all members, we utilize the following process:

2012 agreements submitted through Nov. 1, 2011:

Members who submit their form by this date have the best chance of getting the 2012 marketing opportunities they want. All online sign-ups will be collected through midnight November 1, with a drawing held on November 2 for those marketing opportunities where demand exceeds supply. Confirmations of the opportunities each business has committed to will be sent out in early November.

2012 agreements submitted submitted Nov. 2, 2011 and after:

All remaining marketing opportunities as of this date will be available on a first come, first serve basis. The marketing opportunities site will be updated continuously throughout the year, so you will always know what opportunities may still be available.

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Thank you for investing in your business and our marketplace through these marketing opportunities.

advertising opportunities

Quick Reference Guide

This handy, glossy fold out printed business guide has the names and phone numbers of GMG member businesses, recognizes Buy & Build Greater Mankato partners and encourages consumers to patronize these businesses. This guide will be sent to more than 25,000 households and businesses in Greater Mankato, as well as GMG member businesses in March of each year.

Top Sponsor - \$1,200

- Four color ad in the guide (approximate size: 4.125" x 2.2"), promoting your business in general (no offers)
- Red bold listing at top of your business category (if more than one business in a category is red, they will be alphabetized at the top)

Secondary Sponsor - \$500

- Red bold listing at top of your business category (if more than one business in a category is red, they will be alphabetized at the top)

Greater Mankato Online Business

Directory Listings & Ads

Our Greater Mankato Online Business Directory is featured throughout our website, which receives 170,000+ visitors a year.

Member Listings w/ Link to Customized Business Page

(included in your membership!)

- All businesses in the Greater Mankato region are listed in our online business directory. Only GMG member listings are "clickable" – with a link to your customized business page. Your 2012 membership level will determine your type and number of listings. See your membership description for more information.

Ad on main page

\$150 per month, \$750 for 6 months, \$1,500 for year

- Banner ad or square ad, each rotating with up to 2 other ads on the main page of directory

Ad on category page

\$100 per month, \$500 for 6 months, \$1,000 for year

- Banner ad or square ad, each rotating with up to 2 other ads on one of the high level category pages of directory

Ad on sub-category page

\$75 per month, \$400 for 6 months, \$750 for year

- Banner ad or square ad, each rotating with up to 2 other ads on one of the sub-category pages of directory

Greater Mankato Member eNews

Promote your business and special offers in the GMG eNews Member-to-Member section, emailed weekly to 1,700+ business representatives.

75 Word Ad - \$50 per week

- Logo, 75 words of copy and a link to your webpage

150 Word Ad - \$100 per week

- Logo, 150 words of copy and a link to your webpage

sign-up for these opportunities at:
greatermankato.com/gmg-opportunities.php

Member Mailing List

Purchase an up-to-date list with mailing addresses of all current member businesses or representatives.

List of Primary Contacts - \$125

- One time use of mailing list in spreadsheet form that includes approximately 750 representatives from GMG member businesses

List of all Representatives - \$200

- One time use of mailing list in spreadsheet form that includes approximately 2,100 representatives from GMG member businesses

Hot Deals, Member Offers & Referrals

Reach the target you want online with electronic coupons and offers.

Hot Deals Feature - *(included in your membership!)*

- Ability to add hot deals with this easy online coupon generator featured throughout the Greater Mankato website

Online Member Offers - *(included in your membership!)*

- Ability to promote offers you make available exclusively to your fellow GMG members in the member area of the Greater Mankato website

Business Connect - *(included in your membership!)*

- Ability to receive requests from other GMG members for products and services they need

Referral Report - *(included in your membership!)*

- Online report with detailed activity statistics for your online business directory listings, hot deals, member offers and more

program sponsorships

Lemonade Day Greater Mankato

Lemonade Day Greater Mankato is a free, community-wide program dedicated to teaching children how to start, own and operate their own business through the simple and time-honored act of building and running a lemonade stand. The program begins in March, with various activities for participants, culminating with "Lemonade Day" itself in June. In the program's first year, more than 500 kids participated with 200 lemonade stands and even stronger participation is expected in 2012. Be recognized for your contribution to help kids learn about business!

Included in ALL Lemonade Day Greater Mankato

Sponsorships

In addition to the benefits outlined in each sponsorship description, ALL Lemonade Day Greater Mankato Sponsors also receive:

- Option to provide one flier from your business for participant backpacks
- Option to serve as an official participant registration, activity and backpack pick up site
- Option to host lemonade stands at your location on Lemonade Day
- Optional employee volunteer opportunities
- Logo in the following materials:
 - Entrepreneur's Guide and Caring Adult Guide
 - Lemonade Day Backpack and promotional event materials
 - Lemonade Day Greater Mankato website with link to your site
 - Lemonade Day Greater Mankato Facebook and Twitter pages

Lemonade Day Big Twist Sponsorship - \$10,000

- Logo with words “presented by” paired with the Lemonade Day Greater Mankato logo dominant in all materials including:
 - Entrepreneur’s Guide and Caring Adult Guide
 - Backpack and promotional event materials
 - Lemonade Day Greater Mankato website with link to your site
 - Lemonade Day Greater Mankato Facebook and Twitter pages
 - MN Valley Business feature about the event
 - Electronic and printed recruitment materials
 - Email blasts to participants
 - Opportunity to include inspiring quote from company CEO on first page of Caring Adult guide
 - Posters at workshops and presentations prior to Lemonade Day Greater Mankato
 - Signs at every participant’s lemonade stand
- Logo and/or tag mention as presenting sponsor in all public relations materials and any ads provided by secured media sponsors
- Name included in at least 2 editions of GMG member eNews
- Opportunity to include inspiring letter from your CEO on first page of Entrepreneur’s Guide
- All benefits listed in the “Included in ALL Lemonade Day Greater Mankato Sponsorships” section on previous page

E-Blaster Sponsorship - \$1,000

- Logo featured as the sponsor of the “Helpful Hints & Tips Email Campaign,” with logo included on seven different email newsletters providing hints and tips for all participants
- Opportunity to include inspiring quote from company CEO on first page of Caring Adult guide
- All benefits listed in the “Included in ALL Lemonade Day Greater Mankato Sponsorships” section on previous page

Expert Sponsorships - \$1,000

Share your knowledge with Lemonade Day Greater Mankato participants as an expert sponsor. There are three Expert Sponsorships available: Marketing, Finance and Building (for lemonade stand construction).

- Provide copy and logo for the one page Marketing Tips Guide (included in backpacks and available on website)
- Option to offer workshop(s) for participants
- Opportunity to include inspiring quote from company CEO on first page of Caring Adult guide
- All benefits listed in the “Included in ALL Lemonade Day Greater Mankato Sponsorships” section on previous page

Contest Sponsorships - \$1,000

Lemonade Day Greater Mankato has three Contest Sponsorships available: Best Tasting Lemonade, Best Business and Best Stand.

- Logo on contest insert included in every backpack
- Logo on all signage related to the contest
- Logo as contest sponsor on contest page of Lemonade Day Greater Mankato website, with link to your website
- Logo on all mass emails related to the contest
- Opportunity to provide one judge for the contest
- Opportunity to provide contest prizes
- Opportunity to help us recognize the winner/finalists (for example, arrange a shadow day at the workplace)
- All benefits listed in the “Included in ALL Lemonade Day Greater Mankato Sponsorships” section on previous page

**sign-up for these opportunities at:
greatermankato.com/gmg-opportunities.php**

Greater Mankato Leadership Institute

Reach our area's current and emerging leaders by sponsoring this program that has been providing comprehensive leadership training with a personal, professional and community focus for the past 26 years (held September 2012 - May 2013).

Program Sponsorship - \$1,000

- Logo on materials promoting upcoming class applications from May 2012 - August 2013
- Logo on class materials and signage used in every class September 2012 - May 2013
- Logo in MN Valley Business feature about the program
- Logo on program page of GMG website with link to your website
- Name in at least 2 editions of GMG eNews
- Opportunity to speak at and host a class session

Lunch Sponsorship - \$350 or provide lunch for 30

- Logo on program page of GMG website with link to your website
- Recognition and opportunity to speak at the class session where you provide lunch
- Option to provide promotional offers or items to the class

Greater Mankato Young Professionals

This professional development program for young professionals age 21-39 holds at least two events monthly. Sponsorship of the Greater Mankato Young Professionals (YP) program gets your business noticed by the 100+ individuals in the program, as well as thousands of others interested in developing, retaining and connecting talent in our community.

Program Sponsorship - \$1,500

- Logo on signage at each YP event
- Live thank you at each YP event
- Logo in a MN Valley Business feature about the program
- Logo on program page of GMG website with link to your website
- Name in at least 4 editions of GMG eNews
- Opportunity to host an evening YP social event

Event Sponsorship - \$350 or provide food, beverage, space, etc.

- Live thank you at event and opportunity to speak
- Logo on program page of GMG website with link to your website

Grow Minnesota!

As part of the state-wide Grow Minnesota! program, Greater Mankato Growth conducts face-to-face visits with area company officials. Be recognized as a regional sponsor of this retention and expansion program to help strengthen and grow our economy.

Exclusive Sponsorship - \$1,500

- Opportunity to include company brochure in information handed to executives at every visit
- Recognition with phrase "Greater Mankato Growth's participation in Grow Minnesota! made possible through the generous funding of (your logo)" in materials for program including:
 - Program page handed out at every visit
 - MN Valley Business feature about the program
 - Logo on program page of GMG website with link to your website
- Name in at least 4 GMG eNews editions

Brian Fazio Business Creation Project

Supporting and fostering innovation in our region is an essential part of business development. Through the Brian Fazio Business Creation Project, entrepreneurs compete to receive funding and support to develop and execute their dream in the Greater Mankato area. As a sponsor, you are instrumental in providing the very funding necessary to provide grants to these entrepreneurs.

Presenting Sponsorship - \$5,000

- Logo with words “presented by” as part of event title on all event materials including:
 - Electronic and printed recruitment materials
 - MN Valley Business feature about your program
 - Program page of GMG website with link to your website
- Name in at least two editions of GMG eNews
- Option to host entrepreneurs presentation event
- Opportunity to present grant award to recipients

Program Sponsorship - \$1,000

- Logo on electronic and printed recruitment materials
- Logo in MN Valley Business feature about the program
- Logo on program page of GMG website with link to your website

New GMG Member Basket Sponsorship

Here is a great opportunity to help welcome new members to GMG. Approximately 100 baskets will be presented each year.

Exclusive Sponsor

\$1,000 or donation of baskets and labor to assemble

- Logo on basket tags
- Option to include product in basket

Greater Mankato Welcome Basket Sponsorship

Help welcome potential new businesses and important guests to Greater Mankato. Approximately 50 baskets featuring local products will be presented each year.

Exclusive Sponsor

\$1,000 or donation of baskets and labor to assemble

- Logo on basket tags
- Option to include product in basket

event sponsorships

Greater Mankato Campus & Community Fair

GMG collaborates with Minnesota State University, Mankato to put on this event (held Fall 2012). This is your chance to welcome area students and let them know about the products and services you have to offer. Some exhibitors also use this event to recruit employees, interns and volunteers.

Event Sponsorship - \$1,000

- Logo on promotional materials, signage and online event page with link to your website
- Name in at least one edition of GMG eNews
- Booth at event
- VIP parking at event

Booth - \$75 for members, \$250 for non-members

- 10 x 10 booth space at event

**sign-up for these opportunities at:
greatermankato.com/gmg-opportunities.php**

Greater Mankato Business Awards & Hall of Fame

This is Greater Mankato's premier business awards event (held Fall 2012). Sponsors support the growth of area businesses and receive exposure to 400+ attendees and thousands more via extensive pre and post-event promotion.

Presenting Sponsorship - \$2,500

- Logo with words "presented by" as part of event title on all event materials including:
 - Event invitations
 - MN Valley Business feature about the event
 - Online event page with link to your website
 - Program, signage and AV presentation at event
- Name in at least one edition of GMG eNews
- Thank you mentions at the event
- 2 tables for 8 near stage

Event Sponsorship - \$1,500

- Name on event invitations
- Name in MN Valley Business feature about the event
- Logo on online event page with link to your website
- Name on program, signage and AV presentation at event
- Thank you mentions at the event
- 1 table for 8 near the stage

Dinner Sponsorship - \$1,500

- Everything included in event sponsorship, with special identification as the dinner sponsor

Video Sponsorship - *Production of Video*

- Logo on video
- Name on program and AV presentation at event
- 1 table for 8

Table Sponsorship - \$550

- Name on program and AV presentation at event
- 1 table for 8

Tour of Manufacturing

GMG collaborates with other organizations in the Economic Growth Collaborative of South Central, MN for this event. Open the doors of your business to show it off to students, potential new employees and community members during MN Manufacturing week on the last Saturday in October.

Event Sponsor - \$3,000

- Full page ad (approx. 10" x 10") in 47,000 newspaper inserts
- Logo on website and all printed and electronic materials
- Option to have representative from your business to serve on committee

Host with Full Page Ad - \$400

- Opportunity to host a tour
- Name on the event website as well as listed on the tour map
- Full page ad (approx. 10" x 10") in 47,000 newspaper inserts

Host with Half Page Ad - \$250

- Opportunity to host a tour
- Name on the event website as well as listed on the tour map
- Half page ad (approx. 5" x 10") in 47,000 newspaper inserts

Greater Mankato Manufacturers Showcase

Brand new event in late 2012! Expose your business and products to other manufacturers in Greater Mankato. Also, if you provide services beneficial to manufacturers, this is your chance to show off your business.

Booth - \$150

- 8' x 10' booth with 8' skirted table and 2 chairs

Business After Hours

This member networking event (held the First Tuesday of every month from 5 - 7 pm) is a great way to showcase your business to an average of 125 - 175 monthly attendees and thousands more through our event promotional efforts.

Presenting Sponsorship - \$2,000

- Logo on annual schedule postcard
- Logo in MN Valley Business GMG member events schedule
- Logo on online event page with link to your website
- Name in at least one edition of GMG eNews
- Privilege of selecting any month to host a Business After Hours event

Monthly Host - \$550

- Hosting a monthly event (host provides hors d'oeuvres and refreshments and tells attendees about business)
- Name on annual schedule postcard
- Name in MN Valley Business GMG events schedule
- Name on online event page with your logo and information about your business and event
- Logo and write-up about your event in eNews

Business Before Hours

This member networking event (held the Third Wednesday of every month from 7:30 - 9 am) is a great way to showcase your business or organization to an average of 70 - 100 monthly attendees and thousands more through our event promotional efforts.

Presenting Sponsorship - \$1,500

- Logo on annual schedule postcard
- Logo in MN Valley Business GMG member events schedule
- Logo on online event page with link to your website
- Name in at least one edition of GMG eNews
- Privilege of selecting any month of the year to host a Business Before Hours event

Monthly Host - \$450

- Hosting a monthly event (host provides hors d'oeuvres and refreshments and tells attendees about business)
- Name on annual schedule postcard
- Name in MN Valley Business GMG events schedule
- Name on online event page with your logo and information about your business and event

Greater Mankato Growth Annual Meeting

This event (held Spring 2012) is attended by more than 300 leading business representatives and promoted to 750+ GMG member businesses and their employees.

Event Sponsorship - \$750

- Logo on MN Valley Business feature about the event
- Logo on online event page with link to your website
- Name on program, signage and AV presentation at event
- Thank you mentions at event
- 1 table for 8 at event near the stage

sign-up for these opportunities at:
greatermankato.com/gmg-opportunities.php

Greater Mankato Business Showcase

The 2012 Greater Mankato Business Showcase (held in April 2012) gives you the opportunity to directly promote your products and services to the 500+ attendees of this popular annual event.

Presenting Sponsorship - \$2,000

- Choice of booth location at event
- Logo on Business Showcase postcard
- Logo in MN Valley Business feature about the event
- Logo on online event page with link to your website
- Name in at least one edition of GMG eNews

Reception Hall Booth or Main Hallway Booth - \$275

- 8' x 10' booth with 8' skirted table and 2 chairs

Ellerbe Room Booth - \$200

- 8' x 10' booth with 8' skirted table and 2 chairs

Greater Mankato on the Green Golf Tournament

Sponsors of this popular annual event (held Summer 2012) have premium access to more than 150 business representatives at the best business networking golf tournament in the region. In addition to the benefits outlined in each sponsorship below, ALL Greater Mankato on the Green Sponsorships include name on invitation and chance to put promotional items in player gift bags.

Presenting Sponsorship - \$5,000 for 2 years or \$4,000 for 1 year

- Logo with words "Presented by" as part of event title on all event materials, including:
 - Event invitations
 - MN Valley Business feature about the event
 - Online event page with link to your website
 - All signage on golf course and in clubhouse
- Name in at least one edition of GMG eNews
- Right to set up a promotional activity at putting green
- Table in clubhouse for display promoting your business
- 1 golf foursome, which includes tickets to social/dinner
- 4 additional tickets to social/dinner

Flag Sponsorship - \$2,500 for 2 years or \$2,000 for 1 year (sold in 2011, available in 2013)

- Logo on flag at each hole

Golf Cart Sponsorship - \$1,500

- Logo on signage on 75 golf carts used in tournament
- Option to have your business's vehicle in the golf cart parking area

Ball Marker Sponsorship - \$1,000

- Logo on ball marker given out to all participants

Dinner Sponsorship - \$1,500

- Logo on signage at dinner
- Opportunity to address golfers at dinner
- 1 Tee or Green sponsorship

Lunch Sponsorship - \$1,500

- Logo on signage at lunch
- Opportunity to welcome golfers at lunch
- 2 tickets to lunch

Registration Sponsorship - \$550

- Logo on signage in registration area
- Opportunity to hang banner in registration area
- Opportunity to greet golfers and hand out gift bags
- 2 tickets to lunch

Leaderboard Sponsorship - \$500

- Logo on scorecard and leaderboard signage

Tee or Green Sponsorship - \$275

- Logo on signage at your Tee or Green
- Opportunity to have an activity at Tee or Green

Songs on the Lawn

Get your business or organization noticed at this family-friendly event featuring area bands and vendors that draws 500 spectators of all ages each Thursday in June from 11 am - 1 pm.

Presenting Sponsorship - \$2,000

- Logo with words "presented by" as part of event title on all event materials including:
 - MN Valley Business feature about the event
 - Online event page with link to your website
 - Banner hanging on Intergovernmental Center
 - Ads promoting event
- Name in at least one edition of GMG eNews
- Live thank you and your banner hung at event
- Booth at event

Event Sponsorship - \$1,000

- Logo on all event materials including:
 - MN Valley Business feature about the event
 - Online event page with link to your website
 - Banner hanging on Intergovernmental Center
 - Ads promoting event
- Live thank you and your banner hung at event
- Booth at event

Food Vendor Booth - \$400

- Opportunity to sell food at the event

General Booth - \$250

- Opportunity to set up a booth promoting your business



Remember:

November 1, 2011:

Members who submit their 2012 Marketing Opportunities form by this date have the best chance of getting the opportunities they want.

November 2, 2011 and after:

All remaining 2012 Marketing Opportunities still available as of this date will be available on a first come, first serve basis.

Sign Up Online Today!

visit greatermankato.com/gmg-opportunities.php and log in with your GMG business username and password to take advantage of these marketing opportunities.

Need your username and password?

Have your business's main GMG representative contact us at info@greatermankato.com or 507.385.6640 or visit greatermankato.com/gmg-memberlogin.php, enter your individual email at your business and your password will be sent to you



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