



2024 PARTNERSHIP OPPORTUNITIES

Founded in 1919, AGC of Minnesota is the first recognized chapter of the Associated General Contractors of America. We are Your Trusted Resource for information, education, training and leadership issues that impact you and your business. The diverse and collective knowledge within AGC of Minnesota is powerful and benefits the commercial construction industry throughout the state.

www.agcmn.org



WHY PARTNER WITH AGC OF MINNESOTA?



BY THE NUMBERS

\$3.5 billion

spent by members annually on products and services needed for their projects.

4 of every 5

commercial construction projects engage AGC of Minnesota members.

\$4.5 billion

annually in construction services performed by members.

100%

AGC members do it all! Commercial building, transportation infrastructure, utility infrastructure and heavy civil construction.

98,000+

individuals connected through social media, newsletters and website.





2024 PARTNER PROGRAM: YEAR-ROUND OPTIONS



Whether you're looking for name recognition, creative ways to generate new business relationships or aligning your brand with association signature events and communication pieces, we have a number of ways to help your company elevate its brand and get the industry talking.

AGC of Minnesota annual partners will receive additional benefits as part of their partnership. Partnerships include event sponsorships and advertising.

* Event sponsorship opportunities will be customized based on company marketing objectives.

Partner Benefits Program	Silver	Gold	Platinum
2024 Partner Investment	\$7,750	\$12,750	\$15,750
Logo recognition on Annual Partner banner	✓	✓	✓
Logo recognition in the <i>Weekly Update</i> e-newsletter	✓	✓	✓
Logo recognition on www.agcmn.org	✓	✓	✓
Social "shout-outs"	✓	✓	✓
Exclusive AGC of MN partner logo above listing in annual Member Directory*	✓	✓	✓
Choice of Event Sponsorship(s)*	✓	✓	✓
Top of content provider list for applicable events		✓	✓
Use of "partner logo" in company marketing materials		✓	✓
One month of Thought Leadership email marketing			✓
Premium placement of logo on all annual Partner materials (AGC website, Annual Report, Weekly Update, Annual Partner banner)			✓
One month of Sponsored Content in the Weekly Update e-newsletter			✓



SIGNATURE EVENTS



AGC Honors

January 16, 2024

Includes pre- and post-show marketing; recognition in the event slides and signage.

Range = \$1,250-\$2,000

Minnesota Construction Summit

January 17-18, 2024

Sponsorships range from pre- and post-show marketing, recognition on site, list of attendees to hosting opportunities, introduction of general session speaker and more.

Range = \$2,000-\$10,000
Exhibit Booth = \$1,000

Annual Golf Outing

August 2024

Sponsorships include title sponsorship (pre-and post-event marketing - signage and social media) and hole sponsorships.

Range = \$1,000-\$5,250

Sporting Clays Fundraiser

September 2024

Sponsorships include title sponsorship (pre-and post-event marketing - signage and social media) and station sponsorships.

Range = \$700-\$5,250

CHASE Recognition Event

Fall 2024

Sponsorships include pre-event marketing on website and emails as well as signage at event.

Range = \$800-\$1,800

Board Meeting Lunch/Dinner

Quarterly

Sponsorship includes 10 minutes of speaking time, branding and exclusive networking opportunities. Four board meetings/year.

\$2,000

Custom packages are also available upon request.



PRINT AND DIGITAL ADVERTISING OPTIONS

MEMBERSHIP DIRECTORY

Reach 100% of AGC of Minnesota's membership through this valuable annual reference tool.

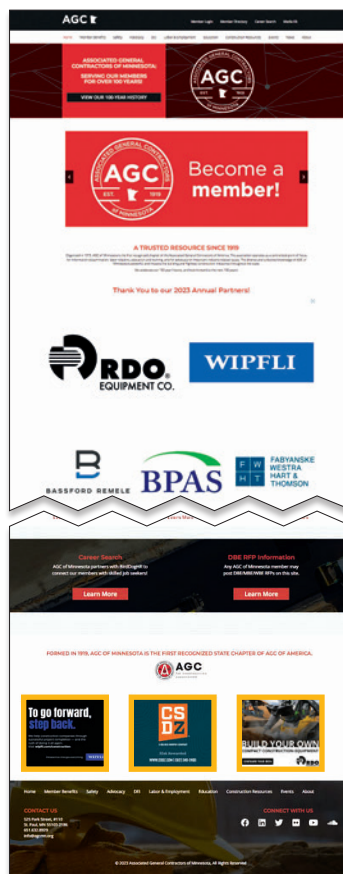
Net Advertising Rates

All rates include an ad link in the digital edition of the directory.

Full-Color Rates	1x
Outside Back Cover	\$2,050
Inside Front Cover	\$1,940
Inside Back Cover	\$1,870
Tab Position	\$1,580
Full Page	\$1,310
1/2 Page	\$790
1/4 Page	\$580
Black-and-White Rates	1x
Full Page	\$1,180
1/2 Page	\$630
1/4 Page	\$470

Position Guarantee: 15% Premium

WEBSITE



Run-of-site rectangle position

(300 x 250);

three spots with five rotations each.

\$2,100 annually

- More than 3,000 unique visitors per month.
- 4,400 page views per month.

ENEWSLETTER



The **Weekly Update** is sent out every Friday to **over 3,500 construction professionals.**

- Four positions, no rotation.
- High visibility within content.
- Headline leaderboard **\$2,600**
- Leaderboard #2 **\$2,490**
- Rectangle #1 and #2 **\$2,020**
- Sponsored Content **\$1,250/month**
- All positions will run one year.

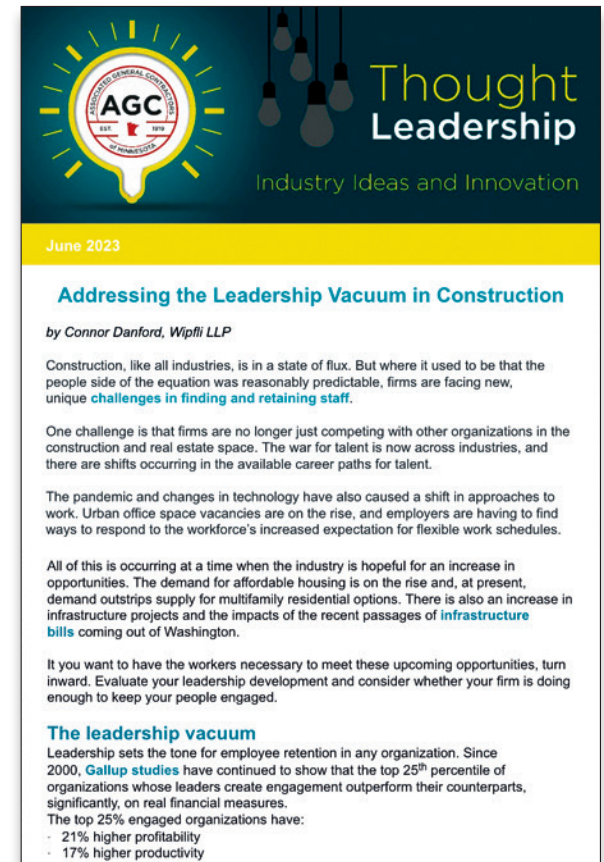


MONTHLY THOUGHT LEADERSHIP SERIES

Each month, AGC of Minnesota members have an opportunity to provide an exclusive thought leadership message to nearly 3,000 construction professionals. This message must be informative in nature and include best practices for the commercial construction community. This is not an advertising opportunity where a specific product or service is displayed, but an opportunity to educate and be viewed as a subject-matter expert.

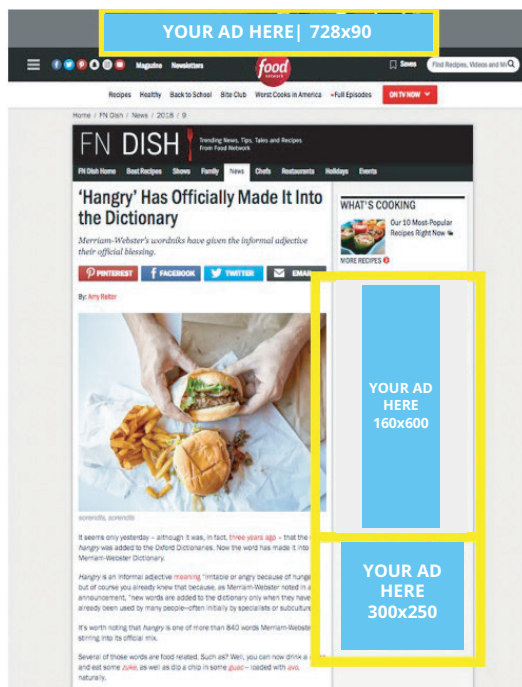
Includes:

- One email sent out to nearly 3,000 construction professionals.
- 500 to 600-word thought leadership article.
- One banner ad (728x90).
- Editing services provided at no cost (writing services available for \$375).
- \$1,725 per submission (maximum two submissions per year, per company; cannot run consecutive months).

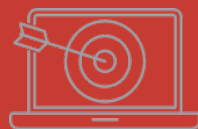




Price	Duration	# of Impressions	Type of Ad	Size
\$2,000	3 Months	100,000	Leaderboard	728x90
\$2,500	4 Months	125,000	Wide Skyscraper	160x600
\$3,000	5 Months	150,000	Square Pop-Up	300x250



Ad Sizes & Position on Pages.
jpg or .gif static images only; no flash



Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to AGC of MN website visitors and retarget them with your company's ads that will showcase your brand whenever they visit online.



Quality Targeting

Don't rely on targeting from generic ad platforms to market. Stand out with AGC of MN's uniquely qualified audience by showcasing your business to the commercial construction leaders needing you the most.



Quantifiable Results

Receive detailed reports that allow you to see your campaign results in real time including impressions, clicks and geographical locations of ads served.