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.
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, enewsletters and website.
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.

For the first time, AGC of Minnesota top sponsors will receive additional benefits as part of their partnership. Partnerships include event sponsorships and advertising.

<table>
<thead>
<tr>
<th>Partner Benefits Program</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023 Partner Investment</td>
<td>$7,500</td>
<td>$12,500</td>
<td>$15,750</td>
</tr>
<tr>
<td>Logo recognition on event banner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in the <em>Weekly Update</em> e-newsletter</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on <a href="http://www.agcmn.org">www.agcmn.org</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social “shout-outs”</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Top of content provider list for applicable events</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Use of “partner logo” in company marketing materials</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Choice of Event Sponsorship – choose from golf hole or sporting clays station with representative</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One month of Thought Leadership email marketing</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Signature Events

**Annual Golf Outing**  
*Summer 2023*

Sponsorships include meals (breakfast or lunch), beverage carts, golf carts, hole sponsor, raffle, hole contest prizes, and registration giveaways.  

**Range = $300-$2,000**

**Sporting Clays Fundraiser**  
*Fall 2023*

Sponsorships include dinner, beverages on the course, social hour snacks, cash for raffle items, station sponsor, cash for auction items, and registration giveaways.  

**Range = $300-$2,000**

**Board Meeting Lunch/Dinner**  
*Spring, Summer and Fall 2023*

Sponsorship includes 10 minutes of mic time, branding, and exclusive networking opportunities.  

**$1,750**

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.

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$1,950</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,850</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,785</td>
</tr>
<tr>
<td>Tab Position</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$750</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$550</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,125</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$600</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$450</td>
</tr>
</tbody>
</table>

**Position Guarantee:** 15% Premium

### Website

**Run-of-site rectangle position**
(300 x 250);
three spots with five rotations each.
$2,000 annually
- More than 1,000 unique visitors per month
- 4,400 page views per month.

### ENewsletter

The *Weekly Update* is sent out every Friday to over 2,400 construction professionals.
- Four positions, no rotation
- High visibility within content
- Headline leaderboard = $2,475
- Leaderboard #2 = $2,375
- Rectangle #1 and #2 = $1,925
- Sponsored Content = $900/month.
- All positions will run one year

2023 Partnership Opportunities | [www.agcmn.org](http://www.agcmn.org)
PRINT AND DIGITAL ADVERTISING OPTIONS

MONTHLY THOUGHT LEADERSHIP SERIES

Each month, AGC of Minnesota members have an opportunity to provide an exclusive thought leadership message to more than 2,000 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 more than 2,000 construction professionals
- 500 to 600-word thought leadership article
- One banner ad (728x90)
- Editing services provided at no cost (writing services available for $375)
- $1,650 per submission (maximum two submissions per year, per company; cannot run consecutive months)