



2021 ANNUAL IIDA NORTHLAND CHAPTER SPONSOR
BENEFIT MENU

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Welcome to 2021! I'm sure you felt the impact of 2020 on your business, like we did at IIDA. It was a challenged year for us, with many of our events having to change mid-year from in person to virtual. We are however excited to share with you the 2021 IIDA Sponsor Benefit Menu.

We are continuing to monitor the ever-changing landscape Covid has provided to us. With the continual safety of our members and community in mind that we're providing a combination of both in person and virtual events. We're hopeful that by the end of the year, we can gather in person safely.

We have put a premium on continuing to improve the experiences of all of our events for 2021. We're also excited at some of the additions to our menu, such as the Social Media takeover. We have received positive feedback from not only you, our sponsors, but also our community regarding its reach and effectiveness.

We look forward to our partnership with you this year and are excited about what 2021 holds for our chapter. If you would like to upgrade your sponsorship to a higher level, please reach out to us and we will be happy to have that discussion.

Thank you again for your incredible sponsorship and support of IIDA.

With gratitude,

Megan Duffy

IIDA Northland Chapter President, 2020-2021



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Diamond Level Benefits

Fab Awards - Virtual

- Present an award at FAB
- Logo on Program
- Company logo in presentation loop at beginning of event, one (1) sponsor per slide
- Individual thank you (by IIDA Northland President) during presentation with logo on slide
- Event registration – 2 weeks early
- Sponsors to help with FAB Kit Pick Up (face-time with design community)
- (6) Complimentary FAB Swag Kits
- Company logo on FAB Event Bag

MinneCon – In Person

- Opportunity to choose booth location
- Premier signage display at event
- First booth free (with promo code)
- Ability to purchase a second booth at 50% off (with promo code)
- Company logo on Sponsor Banner
- Booth sales open 2wks early
- Swag item with logo
- Company logo displayed at food/beverage truck
- Highlight of booth (map, game, signage)
- Social media takeover before/after Minnecon of new product

Social Media

- Ability to “takeover” IIDA Instagram story and Facebook story social media platforms for (2) days– days to be coordinated; hours to be 7am-6pm

Vision - Virtual

- Q&A with speaker after the Vision session is completed (will be shared with Diamond and Gold sponsors)
- Company logo on presentation
- (10) signed copies of speaker's book
- (10) event branded notebooks with sponsors logo

Forums - Virtual + In Person

- Recognition of sponsorship at the beginning of each forum
- Company logo on presentation
- Access to purchase pre-kitted drink and/or snack packages – packages are created by local business owners

Northland Chapter Education Fund

- 10% of your sponsorship contribution designated to the Northland Chapter Education Fund

Other Benefits

- Events advertised on IIDA Northland Chapter website calendar*
- Waived fee for all job postings on IIDA Northland website job page
- Individual Facebook, Twitter, and LinkedIn “Thank you” with website link
- Logo and link to company page in 3 locations on IIDA Northland Chapter website
- Insight Mentorship Kickoff – Company logo on Presentation
- Student Advisory Meetings – Company logo on Presentation
- Logo on bag delivered for Pique Event attendees

*Benefits are subject to change based on event planning. If event changes, all efforts will be made to provide an equal or greater benefit..

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Platinum Level Benefits

Fab Awards - Virtual

- Co-present an award at FAB
- Logo on Program
- Company logo in presentation loop at beginning of event
- Event registration – 1 week early
- (4) Complimentary FAB Swag Kits
- Company logo on FAB Event Bag

MinneCon – In Person

- First booth free (with promo code)
- Ability to purchase a second booth
- Signage provided with company logo designating Annual Sponsorship Level
- Company logo on Sponsor Banner
- Booth sales open early 2wks early
- Booth placement in premium area by committee
- Highlight of booth (map, game, signage)
- Social media takeover before/after Minnecon of new product

Social Media

- Ability to “takeover” IIDA Instagram story and Facebook story social media platforms for (1) day– day to be coordinated; hours to be 7am-6pm

Vision - Virtual

- Q&A with speaker after the Vision session is completed (will be shared with Diamond and Gold sponsors)
- Company logo on presentation
- (5) signed copies of speaker's book
- (5) event branded notebooks with sponsors logo

Forums - Virtual + In Person

- Recognition of sponsorship at the beginning of each forum
- Company logo on presentation
- Access to purchase pre-kitted drink and/or snack packages – packages are created by local business owners

Northland Chapter Education Fund

- 10% of your sponsorship contribution designated to the Northland Chapter Education Fund

Other Benefits

- Events advertised on IIDA Northland Chapter website calendar*
- Waived fee for all job postings on IIDA Northland website job page
- Individual Facebook, Twitter, and LinkedIn “Thank you” with website link
- Logo and link to company page in 3 locations on IIDA Northland Chapter website
- Insight Mentorship Kickoff – Company logo on Presentation
- Student Advisory Meetings – Company logo on Presentation
- Logo on bag delivered for Pique Event attendees

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Gold Level Benefits

Fab Awards - Virtual

- Logo on Program
- Company logo in presentation loop at beginning of event
- Event registration – 1 week early
- (3) Complimentary FAB Swag Kits
- Company logo on FAB Event Bag

MinneCon – In Person

- 50% off booth (with promo code)
- Signage provided with company logo designating Annual Sponsorship Level
- Company logo on Sponsor Banner
- Booth sales open 1wk early
- Highlight of booth (map, game, signage)

Social Media

- Ability to share (5) branded images on IIDA Instagram story and Facebook story social media platforms – day to be coordinated

Vision - Virtual

- Company logo on presentation
- (3) signed copies of speaker's book
- (5) event branded notebooks with sponsors logo

Forums - Virtual + In Person

- Recognition of sponsorship at the beginning of each forum
- Company logo on presentation
- Access to purchase pre-kitted drink and/or snack packages – packages are created by local business owners

Northland Chapter Education Fund

- 10% of your sponsorship contribution designated to the Northland Chapter Education Fund

Other Benefits

- Events advertised on IIDA Northland Chapter website calendar*
- Waived fee for all job postings on IIDA Northland website job page
- Individual Facebook, Twitter, and LinkedIn “Thank you” with website link
- Logo and link to company page in 3 locations on IIDA Northland Chapter website
- Insight Mentorship Kickoff – Company logo on Presentation
- Student Advisory Meetings – Company logo on Presentation
- Logo on bag delivered for Pique Event attendees

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Silver Level Benefits

Fab Awards - Virtual

- Company name on Program
- Company name in presentation loop at beginning of event
- Event registration – 1 week early
- Company name on FAB Event Bag
- (2) complimentary FAB Swag Kits
- Company name on FAB Event Bag

MinneCon – In Person

- Company name on Sponsor Banner
- Booth sales open 1wk early

Social Media

- Ability to share (3) branded images on IIDA Instagram story and Facebook story social media platforms – day to be coordinated

Vision - Virtual

- Company name on presentation
- (1) signed copies of speaker's book
- (1) event branded notebooks with sponsors logo

Forums - Virtual + In Person

- Recognition of sponsorship at the beginning of each forum
- Company name on presentation
- Access to purchase pre-kitted drink and/or snack packages – packages are created by local business owners

Northland Chapter Education Fund

- 10% of your sponsorship contribution designated to the Northland Chapter Education Fund

Other Benefits

- Waived fee for all job postings on IIDA Northland website job page
- Group Facebook, Twitter, and LinkedIn “Thank you”
- Insight Mentorship Kickoff – Company name on Presentation
- Student Advisory Meetings – Company name on Presentation
- Company name on bag delivered for Pique Event attendees

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Bronze Level Benefits

Fab Awards - Virtual

- Company name on Program
- Company name in presentation loop at beginning of event
- Event registration – 1 week early
- (1) complimentary FAB Swag Kit
- Company logo on FAB Event Bag

MinneCon – In Person

- Company name on Sponsor Banner
- Booth sales open 1wk early
- TBD – Miscellaneous sponsorship exposure (location specific)

Social Media

- Ability to share (1) branded image on IIDA Instagram story and Facebook story social media platforms – day to be coordinated

Vision - Virtual

- Company name on presentation
- (1) signed copies of speaker's book
- (1) event branded notebooks with sponsors logo

Forums - Virtual + In Person

- Recognition of sponsorship at the beginning of each forum
- Company name on presentation
- Access to purchase pre-kitted drink and/or snack packages – packages are created by local business owners

Northland Chapter Education Fund

- 10% of your sponsorship contribution designated to the Northland Chapter Education Fund

Other Benefits

- Waived fee for all job postings on IIDA Northland website job page
- Group Facebook, Twitter, and LinkedIn “Thank you”
- Insight Mentorship Kickoff – Company name on Presentation
- Student Advisory Meetings – Company name on Presentation
- Company name on bag delivered for Pique Event attendees

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