



2025
VISIBILITY
CATALOG

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HOSPITALITY MINNESOTA THANKS OUR 2024 **SUPPORTERS**



CANTERBURY
PARK SHAKOPEE, MINN



FAMILY-OWNED AND OPERATED
UPPER LAKES FOODS
EST. 1967



and more!



DISCOVER THE POTENTIAL OF HOSPITALITY



Angie Whitcomb, IOM
President & CEO, Hospitality Minnesota

Hello and welcome to your 2025 Hospitality Minnesota Investment Catalog! If you've been a supporter, we're excited to show you what's new. If you're new to association investment and thinking about engaging more with us, let's find a way that works for you!

The goal of this document is to provide you with a streamlined and simplified engagement experience with Hospitality Minnesota. We want to ensure that you get the most bang for your buck while receiving impactful visibility. Whether you're a restaurant, hotel, resort, campground, or allied member, you now have three tailored tracks for investment opportunities:

- **Strategic Partnerships:** Investors interested in both Hospitality Minnesota and Hospitality Minnesota Education Foundation initiatives are invited to browse all of our cataloged opportunities before selecting their Strategic Partnership level on page 4.
- **Leaders Fund Partnerships:** Investors interested in Hospitality Minnesota Education Foundation initiatives are invited to browse from our cataloged opportunities on pages 9 & 10 before selecting their Leaders Fund Partnership on page 5.
- **Individual A La Carte Investments:** Investors interested in more tailored options for visibility are invited to select from any of our cataloged opportunities.

Once you have made your selections, fill out the final page and our team will be in contact with you to finalize your opportunity.

WHY INVEST IN HOSPITALITY MINNESOTA?



HOSPITALITY MINNESOTA MEMBERS



HOSPITALITY MINNESOTA EVENTS IN 2024



HOSPITALITY MINNESOTA MONTHLY WEBSITE VIEWS



HOSPITALITY MINNESOTA MONTHLY WEBSITE VISITORS



2025 STRATEGIC PARTNERSHIPS



SUPPORTER

SELECT **\$15,000** IN EVENTS OR MARKETING INVESTMENTS AND RECIEVE:

WEBSITE PROMOTION

- logo included in footer of hospitalityminnesota.com

EVENT BENEFITS

- 2 additional tickets to any sponsored event

PUBLICATION BENEFITS

- analytics reporting for any sponsored publication

BROADCAST BENEFITS

- brand recognition in all sponsored broadcasts
- invitation to appear on Hospitality Hotdish, Hospitality Minnesota's new podcast



PARTNER

SELECT **\$25,000** IN EVENTS OR MARKETING INVESTMENTS AND RECIEVE:

WEBSITE PROMOTION

- logo included in footer of hospitalityminnesota.com

EVENT BENEFITS

- 4 additional tickets to any sponsored event

PUBLICATION BENEFITS

- analytics reporting for any sponsored publication

BROADCAST BENEFITS

- brand recognition in all sponsored broadcasts
- invitation to appear on Hospitality Hotdish, Hospitality Minnesota's new podcast



CHAMPION

SELECT **\$40,000** IN EVENTS OR MARKETING INVESTMENTS AND RECIEVE:

First company to sign on as a champion gets naming rights to Hospitality Minnesota's conference room, which will be featured in our social media throughout the year, always tagging our champion.

WEBSITE PROMOTION

- logo included in footer of hospitalityminnesota.com

EVENT BENEFITS

- 6 additional tickets to any sponsored event

PUBLICATION BENEFITS

- analytics reporting for any sponsored publication

BROADCAST BENEFITS

- brand recognition in all sponsored broadcasts
- invitation to appear on Hospitality Hotdish, Hospitality Minnesota's new podcast

2025 LEADERS FUND PARTNERSHIPS



BRONZE

Annual **\$2,500** commitment

\$7,500 minimum

3-year commitment



2 tickets

Corporate recognition across all branded HMEF resources, events, and materials

Complementary tickets to attend Stars of the Future and other HMEF events

Invitation to appear as a guest on Hospitality MN's new podcast, The Hospitality Hotdish

Opportunity to present awards to students at the State ProStart Invitational

Corporate recognition on ProStart Student chef coats and shirts worn at Nationals

Invitation to deliver a webinar on the topic of your choice



SILVER

Annual **\$5,000** commitment

\$15,000 minimum

3-year commitment



4 tickets



GOLD

Annual **\$10,000** commitment

\$30,000 minimum

3-year commitment



6 tickets





2025 ASSOCIATION EVENT SPONSORSHIPS

SPONSORSHIP LEVELS

GOLD: \$5,000 | **SILVER:** \$2,500 | **BRONZE:** \$1,000

DAY AT THE CAPITOL | MARCH 12, 2025

Advocate for our industry! Throughout the day, attendees will meet with legislators and agency stakeholders to tell their stories and advocate for our hospitality legislative agenda.



VENDOR EXPO | APRIL 2025

Connect with core members! The Vendor Expo offers allied members the opportunity to network with Hospitality Minnesota's core membership.



HOSPITALITY GOLF TOURNAMENT | SUMMER 2025

Tee off with Hospitality Minnesota! Our first golf tournament as a united association offers a chance at camaraderie, competition, and connection!



HOSPITALITY CONFERENCE | FALL 2025

Expanding on the 2024 Hospitality Conference, 2025's conference will offer similar tracks based on the various sectors of our industry.



*Silver and gold sponsors receive event registration list with complete contact information.



2025 PUBLICATION SPONSORSHIP & AD RATE CARD

Hospitality Minnesota & HMEF 2025 Publication Sponsorship Options	Publication Frequency	Publication Reach & Open Rate	Pricing
Member Update Sponsorship: Exclusive sponsorship with logo placement in the banner of each member update and company shoutout underneath publication preview. <ul style="list-style-type: none"> all Member Update sponsors receive monthly analytics reporting from HM 	Weekly (52 total)	<ul style="list-style-type: none"> 1750+ subscribers 44% Open Rate 	<ul style="list-style-type: none"> Annual: \$10,000 Quarterly: \$3,000 Monthly: \$1,000
Government Relations Update Sponsorship: Exclusive sponsorship with logo placement in the banner of each Government Relations Update and company shoutout underneath publication preview. <ul style="list-style-type: none"> all Government Relations Update sponsors receive monthly analytics reporting from HM 	Weekly in session, biweekly out of session (~35 total)	<ul style="list-style-type: none"> 1750+ subscribers 45% Open Rate 	<ul style="list-style-type: none"> Annual: \$7,500 Quarterly: \$2,000 Monthly: \$800
Workforce Insider Sponsorship: Exclusive sponsorship with logo placement in the banner of each Workforce Insider and company shoutout underneath publication preview. <ul style="list-style-type: none"> all Workforce Insider sponsors receive monthly analytics reporting from HMEF 	Monthly (12 total)	<ul style="list-style-type: none"> 1800+ subscribers 42% Open Rate 	<ul style="list-style-type: none"> Annual: \$3,000 Quarterly: \$800
STR Report Sponsorship: Exclusive sponsorship with logo placement in the banner of each STR Report and company shoutout underneath publication preview. <ul style="list-style-type: none"> all STR Report sponsors receive monthly analytics reporting from HMEF 	Monthly (12 total)	<ul style="list-style-type: none"> 1350+ subscribers, 50% Open Rate 	<ul style="list-style-type: none"> Annual: \$3,000 Quarterly: \$800

Hospitality Minnesota Sponsored Visibility Options	Total Available for 2025	Visibility Reach & Open Rate	Pricing
Sponsored Content: Hospitality Minnesota reserves space for sponsored content inclusion in up to one member update a month for members of the Association. <ul style="list-style-type: none"> all Sponsored Content contributors receive after-the-fact analytics reporting from HM 	12 (monthly)	<ul style="list-style-type: none"> 1750+ subscribers 44% Open Rate 	<ul style="list-style-type: none"> Quarterly: \$1200 Monthly: \$500
Co-Branded Emails: Hospitality Minnesota allows for up to one co-branded email to be sent to the association's subscribers. <ul style="list-style-type: none"> all Co-Branded Email contributors receive after-the-fact analytics reporting from HM 	12 (monthly)	<ul style="list-style-type: none"> 2000+ subscribers 45% Open Rate 	<ul style="list-style-type: none"> Quarterly: \$1200 Monthly: \$500

Hospitality Minnesota 2025 Advertising Options	Ad Size	Ad webpage placements	Monthly Mass Communication Placements	Pricing
Leaderboard Banner Ad: Prominent ad placement exclusively for interested allied and core members of the association. <ul style="list-style-type: none"> all advertisers receive monthly analytics reporting from HM. 	728 x 90 px	<ul style="list-style-type: none"> Member Directory Event Calendar Job Board NewsCenter Member Update Government Relations Update 	2	<ul style="list-style-type: none"> Annual: \$5000 Quarterly: \$1500
Standard Banner Ad: Ad placement exclusively for interested allied and core members of the association. <ul style="list-style-type: none"> all advertisers receive monthly analytics reporting from HM 	468 x 60 px	<ul style="list-style-type: none"> Member Directory Event Calendar Job Board NewsCenter 	1	<ul style="list-style-type: none"> Annual: \$3000 Quarterly: \$900



2025 BROADCAST SPONSORSHIPS

SPONSORSHIP LEVELS

SEASON: FULL LISTED PRICE | **QUARTER:** SEE PAGE 11 | **EPISODE:** SEE PAGE 11

OPERATING NOW WEBINARS \$1,000 FOR ALL EPISODES

Our advocacy and operations focused broadcast Operating Now is a webinar that bring members timely and relevant policy-related information they need to comfortably and confidently operate and grow their businesses in Minnesota. Our Communications team uploads the webinars to a private YouTube playlist within 24 hours after each webinar and then links the individual webinars exclusively in the member portal for members to view at their convenience.



HOSPITALITY MINNESOTA PODCAST

PRICING AND BROADCAST INFORMATION TBA



2024 FOUNDATION EVENT SPONSORSHIPS

SPONSORSHIP LEVELS

GOLD: \$5,000 | **SILVER:** \$2,500 | **BRONZE:** \$1,000

STARS OF THE FUTURE | NOVEMBER 2025

Stars of the Future is a fundraiser that helps cover the travelling fees of Minnesota's ProStart culinary and management teams as they travel to the National ProStart Invitational competition.



MINNESOTA PROSTART INVITATIONAL | MARCH 13, 2025

The Minnesota State ProStart Invitational proudly showcases the skills of Minnesota high school students enrolled in ProStart programs. The Invitational includes two competition divisions: culinary and management. The winning teams of each division go on to compete at the National ProStart Invitational later on in the year.



SCHOLARSHIP LUNCHEON | MAY 2025

Our Scholarship Luncheon awards and acknowledges the accomplishments of Minnesota high school students actively pursuing post-secondary hospitality career paths. To date, the Education Foundation has awarded over \$850,000 to Minnesota high school students pursuing post-secondary careers in hospitality.



PROSTART & HTMP TEACHER TRAININGS | APRIL & AUGUST 2025

Our ProStart and HTMP Teacher Trainings give the teachers of our ProStart and Hospitality Tourism and Management Programs the tools they need to be successful in their work.



HOSPITALITY CAREER STUDENT EXPO | OCTOBER 2025

The Hospitality Career Student Expo blends a full day of career discovery with opportunities to connect future employers to the potential employees. Students interested in post-secondary education also get the opportunity to discover how to further their hospitality-centered career pathways.



*Gold sponsors receive a registrations list with complete contact information.

2025 FOUNDATION SCHOLARSHIPS



Since 2003, Hospitality Minnesota Education Foundation has awarded over **\$875,000** to graduating Minnesota high school students pursuing secondary education in hospitality, including \$35,000 to students last year.



For over two decades, our scholarships have assisted the most interested young minds in their efforts to pursue a career in hospitality. Many of these students have graduated secondary education and now run hotels and kitchens all across Minnesota. Some of our past scholars now serve on our Board of Directors!



Interested in donating to the Hospitality Minnesota Education Foundation's scholarship fund? Describe your scholarship dedication and amount on the Investments Selections page.



Those interested in contributing to our scholarship fund are encouraged to call our team at 651-778-2400 or email us at info@hospitalitymn.com.



Find out more about our scholarships at: hospitalityminnesota.com/scholarships/



2025 VISIBILITY SELECTIONS

Investors of all types are encouraged to select their preferred categories.

PUBLICATIONS

HM MEMBER UPDATES
\$10,000 for 52 Issues

- ANNUAL \$10,000
- QUARTER \$3,000
- MONTHLY \$1,000

GOVERNMENT RELATIONS UPDATES
\$7,500 for 32 Issues

- ANNUAL \$7,500
- QUARTER \$2,000
- MONTHLY \$800

WORKFORCE INSIDER
\$3,000 for 12 Issues

- ANNUAL \$3,000
- QUARTER \$800
- MONTHLY N/A

CO-BRANDED EMAILS/SPONSORED CONTENT
\$1,200 per quarter

- ANNUAL N/A
- QUARTER \$1,200
- MONTHLY \$500

ADVERTISEMENT PACKAGES
\$3,000 for standard
\$5,000 for leaderboard

- \$3,000/yr \$5,000/yr
- \$900/q \$1,500/q

ASSOCIATION EVENTS

HM DAY AT THE CAPITOL
March 12, 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

VENDOR EXPO
April 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

HOSPITALITY GOLF TOURNAMENT
Summer 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

FALL CONFERENCE
Fall 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

FOUNDATION EVENTS

MN PROSTART INVITATIONAL
March 13, 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

PROSTART & HTMP TEACHER TRAININGS
April & August 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

SCHOLARSHIP LUNCHEON
May 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

HOSPITALITY CAREER STUDENT EXPO
October 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

STARS OF THE FUTURE
November 2025

- GOLD \$5,000
- SILVER \$2,500
- BRONZE \$1,000

BROADCASTS

OPERATING NOW WEBINARS
\$1,000 for 12 Episode Season

- SEASON \$1,000
- QUARTER \$300
- EPISODE \$100

HOSPITALITY MINNESOTA PODCAST
PRICING TBD

- SEASON TBD
- QUARTER TBD
- EPISODE TBD

SCHOLARSHIP FUNDS

SCHOLARSHIP TYPE:

IN HONOR OF: _____

IN MEMORY OF: _____

OTHER SCHOLARSHIP: _____

AMOUNT: \$ _____

TOTALS

PUBLICATIONS:

\$ _____

ASSOCIATION EVENTS:

\$ _____

FOUNDATION EVENTS:

\$ _____

BROADCASTS & SCHOLARSHIPS:

\$ _____

GRAND TOTAL: \$ _____