



THE LODGING, RESTAURANT, RESORT  
AND CAMPGROUND ASSOCIATION

# 2026 INVESTMENT OPPORTUNITIES



THE LODGING, RESTAURANT, RESORT  
AND CAMPGROUND ASSOCIATION

**HOSPITALITY MINNESOTA**  
**HOSPITALITY MINNESOTA EDUCATION FOUNDATION**  
121 S 8th Street, Suite 970 | Minneapolis, MN 55402  
(651) 778-2400 | [www.hospitalityminnesota.com](http://www.hospitalityminnesota.com)



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## Dear Hospitality Minnesota Members and Industry Partners,

Thank you for your continued commitment to strengthening Minnesota's hospitality industry. Your support makes it possible for us to deliver the advocacy, education, and connections that move our industry forward together.

The events and programs outlined in this catalog represent more than opportunities for visibility—they reflect our collective investment in the future of hospitality in Minnesota.

From Hospitality Day at the Capitol, where we amplify our industry's voice on critical policy issues, to the Stars of the Industry celebration recognizing exceptional talent, to our Foundation's work cultivating the next generation of hospitality professionals, each initiative exists because of partners like you who understand that a strong industry association benefits us all.

When you invest in these opportunities, you're not just supporting an event or sponsoring a program. You're helping ensure that Minnesota's restaurants, hotels, resorts, and campgrounds have a powerful advocate at the Capitol, access to essential resources and education, and a united voice in shaping the policies that impact how we do business and serve our communities.

Your partnership allows us to continue building the connections, visibility, and advocacy that make our industry stronger. We're grateful for your support and excited to work alongside you in 2026.

For questions about investment opportunities or to discuss how we can best support your business goals while advancing our industry, please reach out to our Director of Member Engagement, Blake Finger, at [blake@hospitalitymn.com](mailto:blake@hospitalitymn.com).

With appreciation,



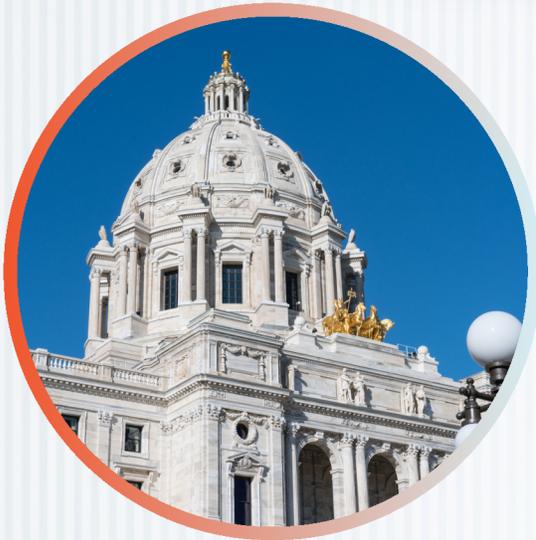
**Angie Whitcomb, IOM**

President & CEO  
Hospitality Minnesota



\*All items in this book are subject to change.

# SIGNATURE ASSOCIATION EVENTS



## HOSPITALITY DAY AT THE CAPITOL

APRIL 8, 2026 | MINNESOTA STATE CAPITOL  
 APPROXIMATE ATTENDANCE: 125

This full day of dedicated advocacy allows attendees to meet directly with legislators, commissioners, and key staff on the issues that matter most to hospitality and the future of our industry.

Investment Levels:

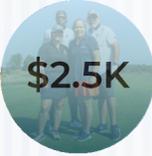
 <b>\$3K</b>	 <b>\$1.5K</b>	 <b>\$750</b>
CAPITOL ADVOCATE	INDUSTRY ADVOCATE	COMMUNITY ADVOCATE

## HOSPITALITY GOLF TOURNAMENT

SEPTEMBER 1, 2026 | LOCATION TBA  
 APPROXIMATE ATTENDANCE: 150

Tee off with the best in the business at the Hospitality Minnesota Golf Tournament - our signature fall networking event that brings together the state's hospitality leaders for a day of friendly competition, fresh air, and lakeside camaraderie!

Investment Levels:

 <b>\$5K</b>	 <b>\$5K</b>	 <b>\$4.5K</b>	 <b>\$4K</b>	 <b>\$2.5K</b>			
PRESENTING SPONSOR	GIFT SPONSOR	FLAG SPONSOR	LUNCH SPONSOR	GOLF CART SPONSOR			
 <b>\$2.5K</b>	 <b>\$2.5K</b>	 <b>\$2.5K</b>	 <b>\$2.5K</b>	 <b>\$2K</b>	 <b>\$2K</b>	 <b>\$1.5K</b>	 <b>\$1.5K</b>
BEVERAGE CART SPONSOR	PUTTING GREEN SPONSOR	BLOODY MARY BAR SPONSOR	PHOTO SPONSOR	CLOSEST TO THE PIN SPONSOR	LONGEST DRIVE SPONSOR	HOLE SPONSOR	DRIVING PANGE SPONSOR

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# SIGNATURE ASSOCIATION EVENTS



## HOSPITALITY CONFERENCE

EARLY OCTOBER 2026 | LOCATION TBA

APPROXIMATE ATTENDANCE: 100

This dynamic annual event brings together hospitality professionals for two days of inspiration, education, and connection. Explore new products, services, and ideas. Build valuable relationships during dedicated networking opportunities throughout the conference.

Investment Levels:



## STARS OF THE INDUSTRY

DECEMBER 5, 2026 | LOCATION TBA

APPROXIMATE ATTENDANCE: 300

Our annual awards gala provides a dazzling night of celebration, recognition, and inspiration dedicated to honoring the outstanding achievements of professionals and organizations shaping the future of hospitality.

Investment Levels:



# FOUNDATION EVENTS



## STARS OF THE FUTURE

2026 RESCHEDULED DATE AND LOCATION TBA  
APPROXIMATE ATTENDANCE: 300

Stars of the Future is a Hospitality Minnesota Education Foundation black-tie fundraiser supporting the cultivation of our industry's future workforce. Hosted at some of the best-of-the-best hospitality venues in Minnesota, this event also features small plate tastings from ProStart students.

Investment Levels:

 <b>\$5K</b>	 <b>\$2.5K</b>	 <b>\$1K</b>	 <b>\$500</b>
PRESENTING SPONSOR	CONTRIBUTING SPONSOR	SUPPORTING SPONSOR	STUDENT CHEF TABLE SPONSOR
 CONTACT US TO DONATE	 CONTACT US TO DONATE		
LIVE AUCTION	SILENT AUCTION		

## SCHOLARSHIP BREAKFAST

MAY 5, 2026 | THE BEACH CLUB - MINNEAPOLIS  
APPROXIMATE ATTENDANCE: 150

This event recognizes the dedication and hard work of students committed to building a future in hospitality, while providing support they need to take the next steps in their educational journeys.

Investment Levels:

 <b>\$5K</b>	 <b>\$2.5K</b>	 <b>\$1K</b>
PRESENTING SPONSOR	CONTRIBUTING SPONSOR	SUPPORTING SPONSOR



# FOUNDATION EVENTS



## MN PROSTART INVITATIONAL

MARCH 12, 2026 | SAINT PAUL RIVERCENTRE

This annual culinary and management competition showcases the talents of Minnesota's ProStart Programs. High school teams from every corner of the state compete for one of two spots to represent Minnesota at the National ProStart Invitational.

Investment Levels:

**\$5K**

PRESENTING SPONSOR

**\$2.5K**

CONTRIBUTING SPONSOR

**\$1K**

SUPPORTING SPONSOR



## STUDENT CAREER EXPO

OCTOBER 3, 2026 | MINNEAPOLIS CONVENTION CENTER

Our annual Student Career Expo enables students to discover the wide variety of careers in the food service and hospitality industry through conversations and demonstrations with hospitality professionals.

Investment Levels:

**\$5K**

PRESENTING SPONSOR

**\$2.5K**

CONTRIBUTING SPONSOR

**\$1K**

SUPPORTING SPONSOR



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# CHAMPION THE LEADERS OF TOMORROW: BECOME A LEADERS FUND PARTNER



Minnesota's hospitality industry is facing an unprecedented workforce challenge. The solution is not just recruiting, but cultivation. That is the mission of the Hospitality Minnesota Education Foundation's Leaders Fund.

## Your Strategic Investment in Our Industry's Future

Leaders Fund partnerships provide the stable, three-year commitment required to build and sustain Minnesota's essential hospitality workforce pipeline. Your investment directly powers four critical pillars:

- **Fund ProStart Programs Statewide:** Provide vital grants for curriculum, equipment, and teacher training, ensuring students receive hands-on, industry-relevant education.
- **Build Industry-Education Partnerships:** Connect your business directly with emerging talent pipelines, positioning hospitality as a professional, rewarding career path.
- **Invest in Teacher Excellence:** Fund ongoing education for ProStart instructors, ensuring their knowledge of culinary and management practices is current and relevant.
- **Create Career Pathways:** Support programs like "Restaurant Ready" that transition students from the classroom directly into careers, often within partner businesses.



## Why a Three-Year Commitment?

Building a skilled workforce is a long-term strategy, not a one-year project. A three-year rolling commitment allows the Foundation to confidently make multi-year grant commitments, execute comprehensive statewide programming, and track measurable outcomes and student success over time. This investment is vital to the economic health of Minnesota's \$14.7 billion tourism and hospitality industry.



TIER	ANNUAL COMMITMENT	3-YEAR COMMITMENT	PRIMARY FOCUS IMPACT
<b>GOLD</b>	\$10,000	\$30,000	Champion-level impact across all programs.
<b>SILVER</b>	\$5,000	\$15,000	Significant support for ProStart expansion and teacher education.
<b>BRONZE</b>	\$2,500	\$7,500	Essential funding for curriculum and student resources.



## The Return on Your Investment

**This is not philanthropy. This is workforce strategy.** By investing in the Leaders Fund, you are building tomorrow's managers, chefs, and General Managers—securing a steady pipeline of trained, passionate professionals for decades to come.

The question isn't whether we can afford to invest in workforce development. **The question is whether we can afford not to.**

**Ready to become a Leaders Fund Partner?** Contact us at [info@hospitalitymn.com](mailto:info@hospitalitymn.com) or (651) 778-2400 to discuss your three-year commitment and join Minnesota's most successful hospitality businesses in securing our industry's future.



# 2026 RATE CARD



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Hospitality Minnesota & HMEF 2026 Publication Sponsorship Options	Publication Frequency	Publication Reach & Average Open Rate	Member Pricing	Non-Member Pricing
<b>Member Update Sponsorship:</b> Exclusive sponsorship with logo placement in the banner of each member update and company shoutout underneath publication preview. <ul style="list-style-type: none"> <li>all Member Update sponsors receive monthly analytics reporting from HM</li> </ul>	Weekly (52 total)	<ul style="list-style-type: none"> <li>1500+ subscribers</li> <li>45% Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$10,000</li> <li>Quarterly: \$3,000</li> <li>Monthly: \$1,000</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$12,500</li> <li>Quarterly: \$3,750</li> <li>Monthly: \$1,250</li> </ul>
<b>Government Relations Update Sponsorship:</b> 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"> <li>all Government Relations Update sponsors receive monthly analytics reporting from HM</li> </ul>	Weekly in session, biweekly out of session (≈35 total)	<ul style="list-style-type: none"> <li>1600+ subscribers</li> <li>48% Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$7,500</li> <li>Quarterly: \$2,000</li> <li>Monthly: \$800</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$9,375</li> <li>Quarterly: \$2,500</li> <li>Monthly: \$1,000</li> </ul>
<b>Workforce Insider Sponsorship:</b> Exclusive sponsorship with logo placement in the banner of each Workforce Insider and company shoutout underneath publication preview. <ul style="list-style-type: none"> <li>all Workforce Insider sponsors receive monthly analytics reporting from HMEF</li> </ul>	Monthly (12 total)	<ul style="list-style-type: none"> <li>1600+ subscribers</li> <li>45% Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$3,000</li> <li>Quarterly: \$800</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$3,750</li> <li>Quarterly: \$1000</li> </ul>
<b>STR Report Sponsorship:</b> Exclusive sponsorship with logo placement in the banner of each STR Report and company shoutout underneath publication preview. <ul style="list-style-type: none"> <li>all STR Report sponsors receive monthly analytics reporting from HMEF</li> </ul>	Monthly (12 total)	<ul style="list-style-type: none"> <li>1300+ subscribers</li> <li>48% Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$3,000</li> <li>Quarterly: \$800</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$3,750</li> <li>Quarterly: \$1,000</li> </ul>

Hospitality Minnesota Sponsored Visibility Options	Total Available for 2026	Visibility Reach & Average Open Rate	Member Pricing	Non-Member Pricing
<b>Sponsored Content:</b> 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"> <li>all Sponsored Content contributors receive after-the-fact analytics reporting from HM</li> </ul>	12 (monthly)	<ul style="list-style-type: none"> <li>1500+ subscribers</li> <li>45% Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly: \$1,200</li> <li>Monthly: \$500</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly: \$1,500</li> <li>Monthly: \$625</li> </ul>
<b>Co-Branded Emails:</b> Hospitality Minnesota allows for up to one co-branded email to be sent to the association's subscribers. <ul style="list-style-type: none"> <li>all Co-Branded Email contributors receive after-the-fact analytics reporting from HM</li> </ul>	12 (monthly)	<ul style="list-style-type: none"> <li>1800+ subscribers</li> <li>43% Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly: \$1,200</li> <li>Monthly: \$500</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly: \$1,500</li> <li>Monthly: \$625</li> </ul>

Hospitality Minnesota 2026 Advertising Options	Ad Size	Ad webpage placements	Monthly Mass Communications Placements	Pricing	Non-Member Pricing
<b>Leaderboard Banner Ad:</b> Prominent ad placement exclusively for interested allied and core members of the association. <ul style="list-style-type: none"> <li>all advertisers receive monthly analytics reporting from HM.</li> </ul>	728 x 90 px	<ul style="list-style-type: none"> <li>Member Directory</li> <li>Event Calendar</li> <li>Job Board</li> <li>NewsCenter</li> <li>Member Update</li> <li>Government Relations Update</li> </ul>	2	<ul style="list-style-type: none"> <li>Annual: \$5,000</li> <li>Quarterly: \$1,500</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$6,250</li> <li>Quarterly: \$1,875</li> </ul>
<b>Standard Banner Ad:</b> Ad placement exclusively for interested allied and core members of the association. <ul style="list-style-type: none"> <li>all advertisers receive monthly analytics reporting from HM</li> </ul>	468 x 60 px	<ul style="list-style-type: none"> <li>Member Directory</li> <li>Event Calendar</li> <li>Job Board</li> <li>NewsCenter</li> </ul>	1	<ul style="list-style-type: none"> <li>Annual: \$3,000</li> <li>Quarterly: \$900</li> </ul>	<ul style="list-style-type: none"> <li>Annual: \$3,750</li> <li>Quarterly: \$1,125</li> </ul>



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