



# Hospitality MINNESOTA

---

## 2024 INVESTMENT CATALOG

FIND CONFIDENCE IN OUR **OPPORTUNITIES** FOR INVESTMENT



# DISCOVER THE POTENTIAL OF HOSPITALITY



## Angie Whitcomb, IOM

President & CEO, Hospitality Minnesota

Hello and welcome to your brand-new Hospitality Minnesota Investment Catalog! If you've been a supporter, we're excited to show you what's new. If you're 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 one-stop-shop experience that streamlines and simplifies your engagement 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 3.
- **Leaders Fund Partnerships:** Investors interested in Hospitality Minnesota Education Foundation initiatives are invited to browse from our cataloged opportunities on pages 8 & 9 before selecting their Leaders Fund Partnership on page 4.
- **Individual A La Carte Investments:** Investors interested in more tailored options for investment are invited to select from any of our cataloged opportunities.

Once you have made your investment selections, fill out the final page of our catalog. Our team will be in contact with you to finalize your opportunity short after completion!

## WHY INVEST IN HOSPITALITY MINNESOTA?



HOSPITALITY  
MINNESOTA  
MEMBERS



HOSPITALITY  
MINNESOTA  
EVENTS IN 2023



ESTIMATED ANNUAL  
LEISURE & HOSPITALITY  
SALES IN MINNESOTA



IN STATE SALES  
TAX CONTRIBUTED  
BY HOSPITALITY



## SUPPORTER

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

### WEBSITE PROMOTION

- logo included in footer of [hospitalityminnesota.com](https://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 RECEIVE:

### WEBSITE PROMOTION

- logo included in footer of [hospitalityminnesota.com](https://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 RECEIVE:

*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](https://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



# 2024 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





# 2024 ASSOCIATION EVENT SPONSORSHIPS

## SPONSORSHIP LEVELS

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

### DAY AT THE CAPITOL | MARCH 13, 2024

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 8, 2024

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



### HOSPITALITY GOLF CLASSIC | SUMMER 2024

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



### HOSPITALITY POLICY TOUR | SUMMER 2024

Meet the decision makers! At each tour stop, we will feature a representative of the state departments that work closest with our industry, as well as other relevant legislative leaders.



### HOSPITALITY CONFERENCE | FALL 2024

Expanding on 2023's Marketing Conference, and offering different tracks based on industry, this reimagined event is scheduled for Fall.



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



# 2024 PUBLICATIONS SPONSORSHIPS

## SPONSORSHIP LEVELS

**ANNUAL:** FULL LISTED PRICE | **QUARTERLY:** 30% LISTED PRICE | **MONTHLY:** 15% LISTED PRICE

### HOSPITALITY MINNESOTA MEMBER UPDATES | \$10,000 FOR 52 ISSUES

- Sent every Monday morning
- To over 1700 addresses
- Local news, industry trends, info you need
- 40%-45% open rate (industry average is 34%-36%)



### GOVERNMENT RELATIONS UPDATES | \$7,500 FOR 35 ISSUES

- Sent bi-weekly outside of session, weekly during session
- To over 1700 addresses
- Updates on legislative issues, policy changes, calls-to-action
- 44%-46% open rate (industry average is 34%-36%)



### WORKFORCE INSIDER | \$3,000 FOR 12 ISSUES

- Sent monthly
- To over 1700 addresses
- Updates on workforce issues, links to job boards, reports from HMEF
- 40% open rate (industry average is 34%-36%)



### CO-BRANDED EMAILS | \$10,000 FOR 12 EMAILS

- Just 12 co-branded emails per month available
- Sent to over 1700 addresses
- Featuring products and services offered by Allied Members



### AD PACKAGES | \$3,000 FOR STANDARD ADS, \$5,000 FOR LEADERBOARD ADS

HM offers 2 types of ad packages: Standard Banner Ads (468x60px) and Leaderboard Banner Ads (728x90px) to interested allied and core members of the association. Our current capacity allows us to service up to 8 standard ad packages, and 1 leaderboard ad package monthly. You can view examples of both below.

Our advertisers enjoy several benefits for their investment, including: linked scrolling ad placement on 4-6 different webpages on the HM website, linked ad placement in 1-2 mass communications each month, and monthly analytics reporting for annual advertisers.

#### LEADERBOARD BANNER AD

(advertiser provides 728x90 pixel .png file)  
1 available monthly, while supplies last

#### STANDARD BANNER AD

(advertiser provides 468x60 pixel .png file)  
8 available monthly, while supplies last

\*Annual sponsors will be sent monthly analytics reports from our Communications team



# 2024 BROADCAST SPONSORSHIPS

## SPONSORSHIP LEVELS

**SEASON:** FULL LISTED PRICE | **QUARTER:** SEE PAGE 10 | **EPISODE:** \$1,000

### **HOSPITALITY HOTDISH PODCAST \$12,500 FOR 20 EPISODES**

Launching in 2024, our new member-engagement broadcast -- the Hospitality Hotdish -- will provide uplifting hospitality-centric content for those interested in hospitality and feature members in organic and creative ways. Our Communications team will upload the podcasts to our YouTube channel and to Spotify and Apple Music for the general public shortly after each episode.



### **EYES ON THE ALLIEDS WEBINAR \$1,000 PER EPISODE**

Launching in 2024, Hospitality Minnesota will host a new monthly allied member focused webinar - Eyes on the Allies - featuring various leaders within our allied membership. Allied members can view this as an opportunity to present their products to our entire membership. Our Communications team will upload the webinar to a private YouTube Playlist and link it to the member portal for member viewing.



### **OPERATING NOW WEBINARS \$7,500 FOR 20 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.





# 2024 FOUNDATION EVENT SPONSORSHIPS

## SPONSORSHIP LEVELS

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

### STARS OF THE FUTURE | JANUARY & NOVEMBER 2024

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 14, 2024

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 2024

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 2024

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 2024

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.



## 2024 FOUNDATION SCHOLARSHIPS



Since 2003, Hospitality Minnesota Education Foundation has awarded over **\$853,000** to graduating Minnesota high school students pursuing secondary education in hospitality, including \$35,000 to 14 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](mailto:info@hospitalitymn.com).



Find out more about our scholarships at: [hospitalityminnesota.com/scholarships/](https://hospitalityminnesota.com/scholarships/)



# 2024 INVESTMENT 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  \$1,500

### GOVERNMENT RELATIONS UPDATES

\$7,500 for 32 Issues

- ANNUAL  \$7,500
- QUARTER  \$2,250
- MONTHLY  \$1,150

### WORKFORCE INSIDER

\$3,000 for 12 Issues

- ANNUAL  \$3,000
- QUARTER  \$900
- MONTHLY  \$450

### CO-BRANDED EMAILS

\$2,500 for 12 Emails

- ANNUAL  \$10,000
- QUARTER  \$3,000
- MONTHLY  \$1,500

### ADVERTISEMENT PACKAGES

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

- \$3,000/yr  \$5,000/yr
- \$900/q  \$2,700/q
- \$450/m  \$750/m

**PUBLICATIONS:**

\$ \_\_\_\_\_

## ASSOCIATION EVENTS

### HM DAY AT THE CAPITOL

March 13, 2024

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

### VENDOR EXPO

April 8, 2024

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

### HOSPITALITY GOLF TOURNAMENT

Summer 2024

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

### HOSPITALITY POLICY TOUR

Summer 2024

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

### FALL CONFERENCE

Fall 2024

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

**ASSOCIATION EVENTS:**

\$ \_\_\_\_\_

## FOUNDATION EVENTS

### STARS OF THE FUTURE

January & November, 2024

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

### MN PROSTART INVITATIONAL

March 14, 2024

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

### SCHOLARSHIP LUNCHEON

May 2024

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

### PROSTART & HTMP TEACHER TRAININGS

April & August 2024

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

### HOSPITALITY CAREER STUDENT EXPO

October 2024

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

**FOUNDATION EVENTS:**

\$ \_\_\_\_\_

## BROADCASTS

### HOSPITALITY HOTDISH PODCAST

\$12,500 for 20 Episode Season

- ~~SEASON  \$12,500~~
- QUARTER  \$3,500
- EPISODE  \$1,000

### OPERATING NOW WEBINARS

\$7,500 for 20 Episode Season

- SEASON  \$7,500
- QUARTER  \$2,500
- EPISODE  \$1,000

### EYES ON THE ALLIEDS PODCAST

\$1,000 an Episode

- 12 EPISODES  \$7,500
- 4 EPISODES  \$4,000
- 1 EPISODE  \$1,000

## SCHOLARSHIP FUNDS

### SCHOLARSHIP TYPE:

IN HONOR OF: \_\_\_\_\_

IN MEMORY OF: \_\_\_\_\_

OTHER SCHOLARSHIP: \_\_\_\_\_

**AMOUNT:** \$ \_\_\_\_\_

**BROADCASTS & SCHOLARSHIPS:**

\$ \_\_\_\_\_

**TOTALS**

**GRAND TOTAL:** \$ \_\_\_\_\_