



# Sponsorship at a Glance

Since 1956, the Twin Cities Chapter of ARMA (TC ARMA) has aligned itself with great partners and are very proud of the success of the Chapter. Business partners are an indispensable resource ensuring that TC ARMA continues to flourish. As Records and Information Management (RIM) Professionals we know that the right products and services are key components to successful information governance and that our business partners play a vital role in the management and daily functions in our organizations. TC ARMA is committed to the continued cultivation of positive, mutually beneficial relations with business partners who serve the RIM community. Without the support of these business partners TC ARMA would not be able to provide our members the quality education programs offered at the local level. These include speakers at our monthly meetings, seminars, and the annual education conference.

Sponsorship varies widely. You will find it to be a mutually rewarding partnership!

## When you become a Business Partner Sponsor:

- You will be seen as an industry expert or thought leader in your field;
- You will have valuable face time with our members to find out what our organizations need;
- You will achieve name recognition with our members;
- And even more...

## New featured benefits

### “Foot in the Door”

Sometimes all it takes is an introduction to the right person. Harnessing the influence of our membership, we’re offering opportunities to you to get your “foot in the door” with a wide variety of RIM professionals. If you give us your wish list of who you want to connect with, we’ll do the inviting. We want to help you make those connections that are valuable to you.

## TC ARMA MEMBERSHIP

Government 40%  
Financial 25%  
Legal 15%  
Utilities 10%  
Education 4%  
Other 6%

Average monthly meeting attendance = 40  
Average annual conference attendance = 100

## Your sponsorship dollars at work:

More **than 90%** of your sponsorship dollars are used to provide educational opportunities for TC ARMA Chapter Members and for charitable/ community service efforts.

## Questions?

Ranelle Brown, Business Relations Director  
[Ranelle.Brown@allina.com](mailto:Ranelle.Brown@allina.com)

Sponsorship period runs September to May

## Name Recognition – Advertising Opportunities

You will have brand visibility. Your brand will be promoted on the Chapter website, on meeting notices and meeting agendas.

### Showcase your expertise as a thought leader

**At the Platinum Level**, you will have an opportunity to submit a presentation for a “Business Matters” session at the annual conference. This is a great opportunity to present case studies and success stories to chapter members.

At every TC ARMA meeting we will recognize your generosity.

## Sponsorship Opportunities

Sponsorship Benefits	Copper Level Chapter Meetings	Bronze Level Spring Conference	Silver Level Spring Conference	Gold Level Spring Conference	Platinum Level Spring Conference
<b>Price</b>	\$50 (1 meeting)	\$550	\$1,000	\$1,500	\$2,000
<b>Sponsorship Announcement on event notification and website (1 year)</b>	Link on sponsor page	Announcement in event notification Link on sponsor page	Announcement in event notification Logo and link on Sponsor Page Logo on Home Page	Announcement in event notification Logo and Link on Sponsor Page - includes a 25-word profile to be posted under the Gold Sponsor banner Logo on Home Page	Announcement in event notification Logo and Link on Sponsor Page - includes a 25-word profile to be posted under the Platinum Sponsor banner Logo on Home Page
<b>Foot in the Door (You tell us who you want to see and we'll invite them!)</b>	X	X	X	X	X
<b>Display of Sponsor's signage at Chapter meetings</b>	X	X	X	X	X
<b>Introduction of Sponsor during the meeting</b>	1 time	1 time	2 times	3 times	3 times

Sponsorship Benefits	Copper Level Chapter Meetings	Bronze Level Spring Conference	Silver Level Spring Conference	Gold Level Spring Conference	Platinum Level Spring Conference
<b>Opportunity for a 5-minute infomercial during lunch to provide insights about the services offered by the company.</b>			X	Opportunity to present a speaker at 1 monthly meeting	Opportunity to present a speaker at 1 monthly meeting  Exclusive opportunity to present a breakout speaker at annual conference
<b>Marketing opportunity to distribute the sponsor's corporate brochures to attendees</b>	X	X	X	X	X
<b>Conference Brochure Listing</b>		Company Listing	Company Listing Color Ad inside	Company Listing Color Ad inside	Company Listing Color Ad on front cover
<b>Attendee Contact Listing</b>		X	X	X	X
<b>Exhibit Space</b>		Booth or Table in Bronze Section	Booth or Table in Silver Section	Booth or Table in Gold Section	Booth or Table in Premier Location
<b>Pre &amp; Post Conference Marketing</b>				X	X
<b>Intro Remarks</b>					Prior to Keynote or Before Lunch
<b>Case Study Presentation</b>					Exclusive
<b>Conference Passes</b>		2	Up to 3	Up to 5	Up to 5
<b>Sponsorship Available at each level</b>		As space allows	8	3	1

Sponsorship Benefits	Copper Level Chapter Meetings	Bronze Level Spring Conference	Silver Level Spring Conference	Gold Level Spring Conference	Platinum Level Spring Conference
<b>Submission of up to 3 blog posts for inclusion on TC ARMA website</b>				X	X
<b>Opportunity to attend new member social gathering (if held)</b>					X

### Additional Sponsorship Opportunities\*

Prize for Charity Raffle	\$50 value
Morning or Afternoon Refreshments Break	\$100
Breakfast at Conference	\$250
Lunch at Monthly meetings or Conference (specify your preference)	\$500
Donation	Any amount

\*Additional recognition for companies who choose any of these options.