

## ICF Minnesota Partnership

Stand out and connect with the Minnesota coaching community. Becoming a partner is a powerful way to promote your brand and business. With over 180 members, 1,000 coaches on our email list, and hundreds of social media followers, you'll get attention, prominence, and recognition from this key audience.

As ICF Minnesota members and prospects achieve their goals, your brand can be present around them – in meetings, online, in their business, and in their lives. There are three options to fit your goals and budget:

**Annual Partner:** Sustained relationship with ICF-MN. Annual committed level of support to receive a wide array of marketing/advertising benefits to reach chapter audiences (events, website, Catalyst newsletter).

**Event Sponsor:** Support specific ICF-MN events to receive marketing/advertising opportunities within the venue.

**Newsletter Advertising:** Paid subscription to reach ICF-MN audiences via Catalyst.

### Annual Partner

Choose from three distinct levels to gain exposure and recognition for your business. This is an annual commitment that demonstrates your support of the Minnesota coaching community while showcasing your brand and business in an impactful way.

Annual Partner Benefits*	Gold	Silver	Bronze
Cost	\$1,000	\$500	\$100
Business spotlight on ICF MN website and shared on social media	X		
Business name and logo on ICF MN website with link to your site	X	X	
Business name (no logo) on ICF MN website			X
Recognition by ICF MN Board member at in-person events and webinars	X	X	X
Promo items or marketing materials placed on tables at events (coordinated by you)	X	X	
Exhibit table to display products/services at events (coordinated by you)	X		

Annual Partner Benefits* (continued)	Gold	Silver	Bronze
Opportunity to speak for 30 seconds at in-person events	X	X	
Opportunity to speak for 30 seconds at webinars	X		
Tiered promotion in Catalyst newsletter	X	X	X
3 guest passes for each event	X		
1 guest pass for each event		X	
Chapter Partner ribbon on name badge	X	X	X

\*Benefits are subject to change. Annual partners must be members of ICF Minnesota and pay in full before receiving benefits.

## Event Sponsor

ICF Minnesota serves the diverse needs of the Minnesota coaching community. Our popular events prepare coaches for excellence in their practice and increase relevant knowledge, skills, and ICF core competencies.

Sponsorship benefits:

- Recognition in pre- and post-event communications as “*Sponsored by Company Name*” and linked to your website when possible
  - ICF social media channels (LinkedIn and Facebook)
  - Catalyst newsletter (one issue)
  - ICF-MN website event promotion

Sponsorship Options & Added Benefits*	Speaker Events (in-person)	Webinars	Coaching Connections (in-person)
Cost	\$100	\$75	\$50
Introduction by an ICF MN Board member, plus 30 seconds during the event to provide your overview	X	X	
Table at event to display your products and services	X		X

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## **Newsletter Advertising**

Catalyst is a monthly newsletter dedicated to helping coaches stay connected and engaged. Each month we email 1,000 subscribers, in addition to posting Catalyst on our website. You'll gain visibility and credibility in the Minnesota coaching community when you choose to advertise with us.

Option:

- Ad up to 125 words and logo/image for \$100 per month

Email [Partnership@icfminnesota.org](mailto:Partnership@icfminnesota.org) to learn more.