

2024 SPONSORSHIP OPPORTUNITIES

Meaningful Capitalism Awards

The Meaningful Capitalism Awards celebrate businesses that are leading financially successful, privately held, free market enterprises benefiting all of their stakeholders in significant ways.

THE AWARDS PROGRAM

In May 2024, three Upper Midwest businesses will be recognized for their proven ability to build financially strong, sustainable enterprises that benefit individuals, families and communities in tangible and special ways.

These outstanding companies will be honored during an awards ceremony featuring hors d'oeuvres, beverages and brief remarks from each honoree. The ceremony will serve primarily as a means for an anticipated 200 guests to visit with each award recipient and other attendees passionate about meaningful capitalism.

The ceremony will be held on **May 7, 2024** from 5:30 to 8:00 PM at the Metropolitan in Golden Valley.

SPONSORSHIP BENEFITS

- Publicly extend your commitment to values-based, purpose-driven leadership.
- Celebrate the ability of free market capitalism to help individuals, families, communities and society.
- Gain additional exposure to like-minded business owners and leaders across Minnesota, Iowa, South Dakota, North Dakota and Wisconsin.
- Affiliate your brand with other highly respected brands as this program is marketed to the media and directly to 5,000+ business owners and leaders.

WHY 'MEANINGFUL CAPITALISM?'

In 2021 Dean Bachelor, our friend and the Founder of Platinum Group, passed away, leaving Meaningful Capitalism™ as his legacy and the core value of Platinum.

To learn more about Meaningful Capitalism and Dean Bachelor's legacy, visit www.theplatinumgrp.com



SPONSORSHIP OPTIONS

GOLD SPONSORS

\$5250

- Eight complimentary guest passes.
- Gold Sponsor designated badges for up to eight Sponsor representatives.
- One stand-alone floor banner placed at main entrance to awards reception.
- Attendee list with contact information for those who opt-in to receive Sponsor information.
- Public "thank you" for how Sponsor is a champion of meaningful capitalism.
- 1-minute slide presentation to be shown on monitors during award reception. Slides to be supplied by Sponsor and approved in advance by Platinum.
- Mention in news release and marketing materials, including nominee invitations.
- Participate in process of selecting award recipients.
- Sponsor logo will be prominently displayed in highest tier of logos...
 1. Front-door event welcome banner.
 2. Meaningful Capitalism Awards (MCA) web site (banner) with link to Sponsor web site.
 3. Acknowledgment in event brochure.
 4. On-sight slide rotation with dedicated slide.

SILVER SPONSORS

\$2750

- Four complimentary guest passes.
- Silver Sponsor designated badges for up to four Sponsor representatives.
- One stand-alone floor banner placed at main entrance to awards reception.
- Sponsor logo will be prominently displayed in second tier of logos...
 1. Front-door event welcome banner.
 2. MCA web site with link back to Sponsor web site.
 3. Acknowledgment in event brochure.
 4. Walk-in, on-sight slide rotation, non-dedicated slide.

BRONZE SPONSORS

\$1250

- Two complimentary guest passes.
- Sponsor logos will be prominently displayed in third tier of logos...
 1. MCA web site with link back to Sponsor web site.
 2. Acknowledgment in event brochure.
 3. Walk-in, on-sight slide rotation, non-dedicated slide.

LOGO-ONLY SPONSORS

\$750

- One complimentary guest pass.
- Sponsor logos will be prominently displayed in third tier of logos...
 1. MCA web site with link back to Sponsor web site.
 2. Acknowledgment in event brochure.

INDIVIDUAL TICKETS

\$45

Comments from the 2023 event:

"I thought it was a great event. I loved the short but impactful program with ample time to network before and after. I think the buffet and passed apps were good for networking... Thanks for a lovely event and mission!"

"Don't change anything it was perfect."

"I just want to let you know this was one of my favorite events. Drinks and the food was great. The program was a good length."

"I liked the simplicity and the fact the program was not drawn out."

For additional information on sponsorships or to confirm your sponsorship package, contact **Steve Coleman** at steve.coleman@theplatinumgrp.com

For general information on MCA, contact **Bill English** at bill.english@theplatinumgrp.com