

2025 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 2025, four 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 250 guests to visit with each award recipient and other attendees passionate about meaningful capitalism.

The ceremony will be held on **May 6, 2025** 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



PLATINUM GROUP

Your Future. Our Passion.

SPONSORSHIP OPTIONS

PREMIUM SPONSORS

\$10,000 – Two available. Three year commitment. Package is exclusive to industry.

- 20 passes to MCA reception
- Five sponsor ribbons on your attendee badges
- An in-person welcome by your representative at the reception and a video message produced by the sponsor, with MCA content, (three min max) played during the reception presentation, pre-approved by Platinum Group
- Virtual logo banner at registration landing page
- Floor banner on stage at reception
- Rug with sponsor logo placed at reception entry
- Logo recognition in all MCA emails
- Social media recognition posts
- Logo recognition at MCA website
- Logo recognition on reception posters
- Option to provide a full-page ad for reception program
- Logo included with Platinum Group and MCA logos on step-and-repeat backdrop wall at reception
- Logo recognition in presentation scroll at reception
- Logo included with Platinum Group and MCA logos on entry rug
- Parting gift from sponsor to attendees or each represented company
- Display table at reception
- Attendee list provided after the MCA reception
- Submit an industry specific post to be posted to Platinum Group blog
- Platinum Group to record sponsor representative message posted to Platinum Group social media and MCA website
- One representative to judge nominees

GOLD SPONSORS

\$5300 – Unlimited

- Eight passes to MCA reception
- Five sponsor ribbons on your attendee badges
- Logo recognition in all MCA emails
- Social media recognition posts
- Logo recognition at MCA website
- Logo recognition on reception posters
- Option to provide a full-page ad for reception program
- Logo recognition in presentation scroll at reception
- Attendee list provided after the MCA reception

- Submit an industry specific post to be posted to Platinum Group blog
- Platinum Group to record sponsor representative message posted to Platinum Group social media and MCA website

SILVER SPONSORS

\$2800 – Unlimited

- Six passes to MCA reception
- Three sponsor ribbons on your attendee badges
- Logo recognition in all MCA emails
- Social media recognition posts
- Logo recognition at MCA website
- Logo recognition on reception posters
- Option to provide a half-page ad for reception program
- Logo recognition in presentation scroll at reception
- Attendee list provided after the MCA reception
- Platinum Group to record sponsor representative message posted to Platinum Group social media and MCA website

BRONZE SPONSORS

\$1300 – Unlimited

- Four passes to MCA reception
- Two sponsor ribbons on your attendee badges
- Logo recognition in all MCA emails
- Social media recognition posts
- Logo recognition at MCA website
- Logo recognition on reception posters
- Option to provide a half-page ad for reception program
- Logo recognition in presentation scroll at reception
- Attendee list provided after the MCA reception

LOGO-ONLY SPONSORS

\$800 – Unlimited

- Two passes to MCA reception
- One sponsor ribbon on your attendee badge
- Logo recognition in all MCA emails
- Social media recognition posts
- Logo recognition at MCA website
- Logo recognition on reception posters
- Option to provide a quarter-page ad for reception program
- Logo recognition in presentation scroll at reception

STAND-ALONE SPONSORSHIP PACKAGES

Highlight of sponsors for these packages begins when the reception registration form opens in 2025.

CARVING STATION SPONSOR

\$600 – One available

- One pass to MCA reception
- One sponsor ribbon on your attendee badge
- Dedicated poster next to sponsored item with logo and company tagline or mission statement
- Logo recognition in PowerPoint scroll at reception
- Logo recognition at MCA website
- Option to provide a half-page ad for reception program

BUFFET SPONSOR

\$600 – One available

- One pass to MCA reception
- One sponsor ribbon on your attendee badge
- Dedicated poster next to sponsored item with logo and company tagline or mission statement
- Logo recognition in PowerPoint scroll at reception
- Logo recognition at MCA website
- Option to provide a half-page ad for reception program

DESSERT BUFFET SPONSOR

\$600 – One available

- One pass to MCA reception
- One sponsor ribbon on your attendee badge
- Dedicated poster next to sponsored item with logo and company tagline or mission statement
- Logo recognition in PowerPoint scroll at reception
- Logo recognition at MCA website
- Option to provide a half-page ad for reception program

SOLD

LANYARD SPONSOR

\$600 – One available

- One pass to MCA reception
- One sponsor ribbon on your attendee badge
- Logo recognition in PowerPoint scroll at reception
- Logo recognition at MCA website
- Option to provide a half-page ad for reception program
- Branded lanyard

SOLD

DRINK TICKET SPONSOR

\$1500 – Two available

- Two passes to MCA reception
- Two sponsor ribbons on your attendee badges
- Dedicated poster next to sponsored item with logo and company tagline or mission statement
- Bar mat with sponsor's logo (sponsor takes this home)
- Logo recognition in PowerPoint scroll at reception
- Logo recognition at MCA website
- Option to provide a full-page ad for reception program
- Branded drink tickets – sponsor's logo on one side of a two-sided ticket

For general information on MCA, additional information on sponsorships or to confirm your sponsorship package, contact **Bill English** at bill.english@theplatinumgrp.com