



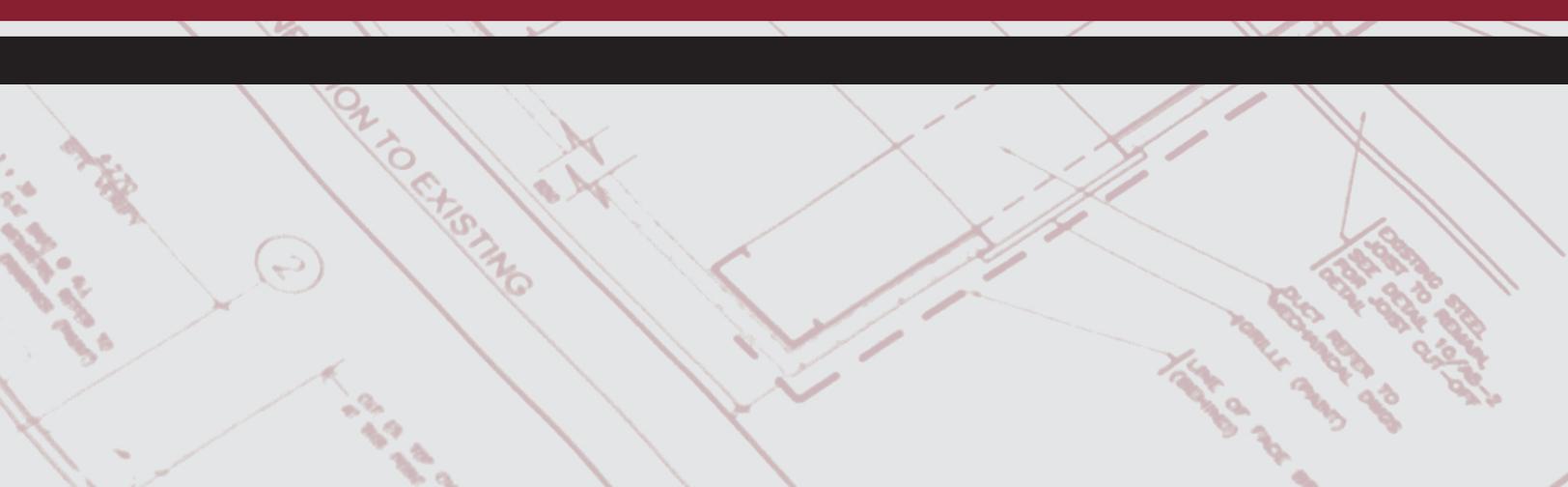
**BAM**

**BUILDERS ASSOCIATION**

**OF MINNESOTA**

# Sponsorships 2024

*Help Support Minnesota's  
Residential Building Industry*





# North Star

BAM's biggest and BEST sponsorship package that puts your brand front and center on all of BAM materials for a year!

Maximize visibility for your business by getting in front of all those active in Minnesota's building community.

## What's Included in This Sponsorship:

- Logo on all 3 code guides
- Logo on the front page of all 9 legal contracts
- Logo on all 52 weekly newsletters (1,800+ subscribers)
- Four 600x200px newsletter ads (to use throughout the year)
- Logo predominantly placed on BAMN.org homepage
- One 1200x350px banner ad on BAMN.org homepage for a month.
- Day at the Capitol GOLD Sponsorship
- Lead Meeting Sponsor
- Free access to Spring/Fall BAM meetings (2 people per meeting)
- 8 Tickets to Annual "Wild" Party (with Reserved Table)
- Quarterly showcase in BAM's social media
- Social Media Takeover: 10 Posts/Shares within 7-day timeline
- Virtual Zoom seminar (up to 60 minutes)
- Logo in footer of BAM letterhead and additional announcement emails for miscellaneous official membership communications.

**Sponsorship Cost: \$15,000**

Number Available: 3

**Secure your sponsorship today!**  
651.646.7959 | [info@BAMN.org](mailto:info@BAMN.org)

Each sponsor receives first right of refusal on sponsorships for following year.

Annual Sponsorship Schedule: March - February

All sponsorships (with the exception of North Star\*) must be paid in full up front.

\*North Star Exclusive Benefit: Exclusivity of Industry (of 3 available)

\*North Star Exclusive Benefit: Quarterly billing if preferred.





# Code Guides

Partner with BAM and elevate your brand to the forefront of building excellence by placing your logo on the front of the cornerstone of every builder's journey: their comprehensive, up-to-date building code guides.

These digital blueprints are some of BAM's most sought-after resources and are available for download on BAMN.org by our statewide membership and are referenced often throughout the year. By sponsoring these guides, you'll gain more than just visibility... you'll align your brand with the highest standards in the business industry.

(Shared space with up to 3 other sponsors.)

MEMBER FIELD GUIDE TO  
THE 2024 MINNESOTA  
RESIDENTIAL  
ENERGY CODE  
V.3.0



SPONSORED BY  
**YOUR LOGO HERE**

## What's Included in Sponsorship:

Logo on the front page of all 3 guides

## Code Documents Included:

- **Energy Code Comprehensive Field Guide** - Residential
- **Ventilation Bundle** - Energy Code Door Testing, Balanced Mechanical Ventilation, Blower Door Testing Requirements
- **Foundations Package** - Engineered Cantilevered Foundations Wall Document, and Engineered Foundation Wall Support Guide and Exterior Foundation Insulation Integration

**Sponsorship Cost: \$750**

Number Available: 4

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# Legal Contracts

Have your company's logo featured on the cover of each of these significant legal contract template documents, that are up-to-date with current state statutes, available for all 1,000+ BAM members to download and utilize from BAMN.org's member portal.

(Shared space with up to 3 other sponsors.)



## What's Included in Sponsorship:

Logo on the front page of all 9 legal contracts

## Contracts Included:

- Standard Construction Contract without Land Purchase
- Standard Construction Contract with Land Purchase
- Subcontractor Pre-Lien Notice
- Cost Plus Contract
- Remodeling Contract
- Subcontractor Contract
- Escalation Clause
- Change Order

## What's Included in Sponsorship:

Logo on the front page of all 9 legal contracts

**Sponsorship Cost: \$500**

Number Available: 4

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# Meeting

Promote your business in person to a captive audience by sponsoring one – or both! – of our annual membership meetings.



BAM's Board of Directors meet with the membership two times a year – once in the Spring and again in the Fall. Each meeting has its unique goals and agenda, commanding statewide membership attendance. Become a meeting sponsor and not only will your company logo be included on signage, promotional materials, and informational packets, you'll also be invited to briefly speak to the attendees about your product/services and you and your team are encouraged to attend the networking socials before and after each event. You can also include your company's marketing materials in a gift bag for each attendee to take home.

(Shared with up to 2 other sponsors.)

## Meeting Sponsorships Available:

- **Spring Meeting** *(3 Available)* **\$1,000**  
At this event, we review what has happened during the legislative session and the impact on our members. The Department of Labor and Industry is often included in this meeting.
- **Fall Meeting** *(3 Available)* **\$1,000**  
At this event, we set goals and prioritize our work with our local associations. Here we begin to craft our legislative agenda and also do a code update for the members.
- **Save Money and Sponsor Both Meetings** *(Pending availability)* **\$1,750**

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# B2B MARKETING OPPORTUNITIES

## Virtual Seminar

Help make the jobs of our members easier by conducting an informational and educational virtual seminar for our members – while promoting your expertise and business’s products and/or services.

You come up with the topic, presentation, and “hook” for our membership, and we’ll help market the event – through our website, social media platforms, and our weekly emails – facilitate registrations, and moderate the Zoom call with our members.

(Minimum attendance is not guaranteed, but the seminar will be recorded and available on our member portal for access for a minimum of a year after the event.)

### What’s Included in Sponsorship:

Virtual Zoom Seminar (up to 60 minutes)

**Sponsorship Cost: \$1,000**

Number Available: 12



## Weekly Newsletter Ads

Market your business by advertising to our members in our weekly newsletters.

Our weekly emails go out to an active subscriber list of 1,800+ professionals within our membership and we’re proud to boast an average open rate of 36% each week. Promote your business with a clickable ad, linked to the destination of your choice.

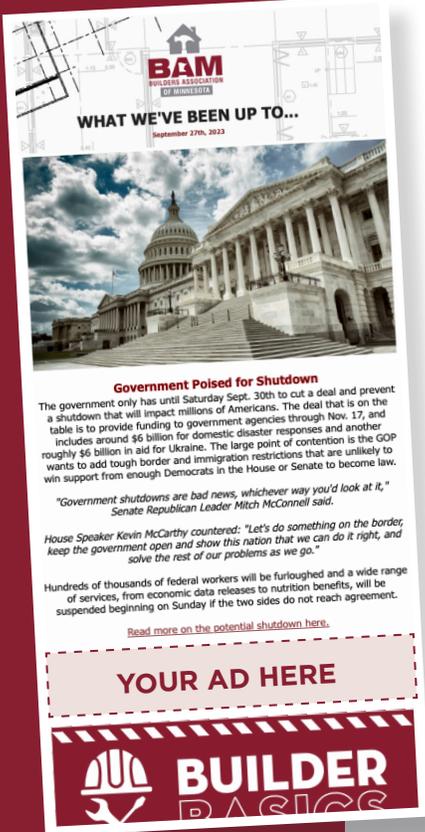
(Ad design services available for an additional \$350 through our marketing partners. Max 2 advertisers per weekly email.)

### What’s Included in Sponsorship:

Four 600x200px ads (can rerun the same ad or provide different ads) run during the weeks of your choosing.

**Sponsorship Cost: \$250**

Number Available: 26



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# B2B MARKETING OPPORTUNITIES

## Homepage Ad

Promote your business with an ad banner on BAMN.org’s home page and garner additional leads to your own website!

Several hundred of BAM’s 1,000+ members visit BAMN.org each month. Advertise your product or service to visitors to our site with a large linkable ad, centrally placed on our home page for a full month!

(Ad will be part of carousel that auto-rotates every three seconds. Ad design services available for an additional \$350 through our marketing partners.)

### What’s Included in Sponsorship:

- One 1200x350px banner ad rotating on BAMN.org homepage for a calendar month. \$250
- *Bulk savings option for 2 months.* \$450
- *Bulk savings option for 3 months.* \$600

**Number Available: 36** (Max 3 advertisers in rotation/month)



## Social Media Takeover

Make your business the highlight of BAM’s social media platforms for a week and put your business in front of an entirely new social media audience – ours!

You supply your logo, photos, and information about your business, and we’ll highlight your business with 8 different posts and 2 shares across our 4 social media platforms.

### What’s Included in Sponsorship:

Business Highlight: 10 Posts/Shares within 7-day timeline across all 4 of BAM’s social platforms.

(Post graphics and content created by us within pre-established takeover templates. Sponsorship includes 3 posts on Facebook, 2 on Instagram, 2 on LinkedIn, and 1 post on X – plus sharing of 2 posts from your own social accounts – within a 7 day timeframe. Your own social media accounts will be tagged as applicable and links to your website included in captions.)

**Sponsorship Cost: \$600**

Number Available: 24

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# Day at the Capitol

Participate in one of our most important events of the year, and promote your business in person at the same time!

Once a year, a group of our members spend a day at the Capitol, meeting with our legislative leaders and learning more about the voice BAM shares at the legislative level on behalf of our members that make up Minnesota's building industry. Show your support of the valuable work BAM does at the Capitol while networking with builders and promoting your business.



## Sponsorships Available

### **GOLD Sponsor**

- Recognition from the podium at the event
- Company profile in attendee folders
- Logo with event promotion on weekly newsletters leading up to the event.
- Logo on event signage
- Logo on select print & online promotions

**Sponsorship Cost: \$1,500**

Number Available: 3

### **SILVER Sponsor**

- Company name listed on promotional material
- Company name listed on event signage
- Company name listed select print & online promotions

**Sponsorship Cost: \$500**

Number Available: 6

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# Annual Wild Party

Celebrate the year with our Board of Directors and membership – and promote your business in a big way! – at our annual WILD party during the holiday season.

This event includes highlights from the year, an update from the Board, and review of what BAM has accomplished during a quick membership meeting, followed by dinner and club level tickets to a Minnesota Wild hockey game. Various sponsorships available to help put your business in front of all who attend!



## Sponsorships Available:

(only 1 of each sponsorship level available)

### Presenting Sponsor

**\$5,000**

- Logo on invites & all promotional materials
- 5 minute presentation with marketing materials during meeting
- 8 tickets to the event with reserved table and first choice of seats at the Wild game.

### Welcome Sponsor

**\$2,000**

- Greet guests and distribute drink tickets for social hour
- Open the meeting at a podium with 3 minute presentation
- 4 tickets to the event

### Drink Sponsor

**\$1,200**

- Logo on drink tickets and bar with 2 event tickets

### Appetizer Sponsor

**\$1,000**

- Logo on food table with 2 event tickets

### Dessert Sponsor

**\$1,000**

- Logo on food table with 2 event tickets

### Table Wine Sponsor

**\$1,000**

- Logo on tables with 2 event tickets

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