

MINNESOTA BLUES SOCIETY SPONSORSHIP GUIDELINES

- a sponsorship request must be approved by a majority of the board
- sponsor application implies agreement that sponsor will not involve the Minnesota Blues Society (MnBS) in controversial issues or expose the Society to adverse criticism
- a sponsorship request implies that all aspects of sponsorship must be consistent with the MnBS mission statement

A sponsorship application/request must be in writing and include:

- name of individual(s) or organization and contact information
- specific details of what is expected of MnBS and/or its volunteers
- specific details of what benefits will be provided to members of MnBS as a result of this sponsorship
- Sponsors will be contacted each year regarding renewal of sponsorship

Levels of Sponsorship

\$50 Bronze Sponsor membership includes:

- listing of sponsor name in a box in mass mailings (snail mail or email),
- listing of sponsor name on the MnBS website sponsor page
- listing of sponsor name on the Blues Venue webpage
- one MnBS membership
- receipt for tax-deductible donation

\$100 Silver Sponsor membership includes benefit additions of:

- webpage links for each listing
- **two** MnBS memberships

\$150 Gold Sponsor membership includes benefit additions of:

- sponsor logo which includes sponsor webpage links

\$350 National/International Sponsor membership includes:

same benefits of “gold” sponsorship (for sponsors outside the region)

Levels of “In-Kind” Sponsorship

- in-kind sponsor agreements must be in writing
- agreements will be evaluated on a case by case basis and are subject to approval by the board.
- the board will determine the value of the donation and the duration and timeframe of the membership
- in-kind sponsor members receive a receipt for their tax- deductible donation

A business will be considered for an “in-kind” sponsor membership based upon their willingness to support the MnBS this support may include but is not limited to:

- providing link to MnBS on their web site
- displaying MnBS banner at place of business or special events
- including MnBS in advertising materials distributed by the business
- allowing MnBS to participate at events with a meet- and-greet table
- providing materials, equipment and/or labor for the production of a MnBS event
- providing research and producing historical documents on behalf of MnBS

MnBS Event Sponsorship Levels

Donations valued at \$25 or more will receive a receipt for “tax-deductible” donation. Lesser amounts will be issued receipts upon request to Treasurer

\$25 - \$49 “BLUES PATRON”

name listed on program if applicable

\$50 - \$99 “BLUES IN YOUR HEART”

name listed on program if applicable
name announced from stage at event

\$100 (or more) “BLUES IN YOUR SOUL”

name listed on program if applicable
name announced from stage at event
name included in any advertising for event

“In-Kind” Donations

- prizes
- programs, printing, decorations, etc.
- food
- talent

ADOPTED 3/7/2011

REVISED 11/12/2020