

Partnership Opportunities

**Build better business with BOMA.
Where every connection drives growth.**

BOMA Greater Minneapolis is a leading trade association representing commercial real estate interests across Minneapolis and its suburbs. With over 700 members managing 115 million square feet of real estate, our network includes decision-makers from office, medical, industrial, retail, and mixed-use properties. Sponsors and advertisers gain direct access to industry leaders who collectively spend over \$360 million annually on building operations. Partner with BOMA to showcase your products and services to the professionals shaping Minnesota's commercial real estate landscape.



Why partner with BOMA?

Partnering with BOMA Greater Minneapolis allows you to play a vital role in making our impactful events happen. Without the support of our sponsors, our networking and education events wouldn't be possible. Your sponsorship ensures that we continue to provide an environment where networking and collaboration can thrive. By partnering with us, you help create the platform that brings together the professionals who shape the future of commercial real estate in Greater Minneapolis.

Thank you for supporting BOMA Greater Minneapolis & the larger CRE industry.



Our stats...

700+

BOMA Members

200+

Member Companies

150+

Member Buildings

80 - 200

In-person Monthly Participants

Overview

Advertising

- **Website**
 - Banner
 - Year-long Logo
- **Industry Insights**
 - Basic
 - Enhanced
 - Full Page
 - Centerfold
- **ConnectEd Logo**
 - Basic
 - Banner
- **Membership Directory**
 - Full Page (B&W)
 - Cardstock Full Page
 - Tab Divider Full Page
 - Cover

Sponsorships

- **Monthly Events**
 - General Meeting
 - Engineers Meeting
- **Quarterly Events**
 - Emerging Leaders Council
 - Medical Buildings
- **Annual Events**
 - Golf Tournament
 - Scholarship Rocks
 - Building Expo
 - Holiday Party



Website Advertising

■ Homepage Banner (Monthly)

Your banner promoting your business products and/or services will be displayed on our home screen scrolling web banner for one month. NOW ACCEPTING .GIF

\$400

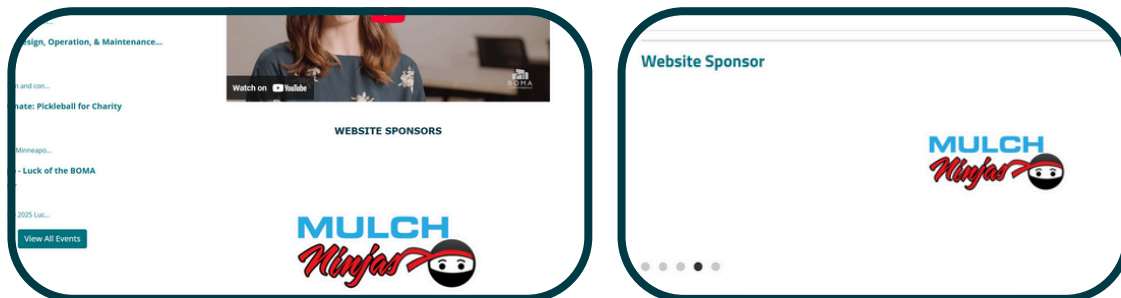


Specs: 960 x 300 px in .pdf, .jpeg, .png, OR .gif. We can design for you, just inquire.

■ Year-long Website Logo

Your company's logo is shown in the sponsor sidebar on the homepage and in the sponsor section at the bottom of all sub-pages of BOMA's website for one year.

\$500



Effectiveness

2,500+
page views
per month

BOMA members are **more likely** to purchase services from member vendors than non-member vendors

Our website is the membership hub for all updates, events, resources

Industry Insights

Basic Logo

\$275

Your company's hyperlinked logo is displayed within the bi-monthly electronic newsletter. Your hyperlinked logo is present in the sponsor thanks.

Specs: Any full color high res. logo in .png or .jpeg



\$350

Enhanced Advertisement

Your ad is displayed within the bi-monthly electronic newsletter hyperlinked to your choice of a webpage. Your hyperlinked logo is present in the sponsor thanks.

Specs: 300x500 px OR 500x300 px; high res. file in .png, .jpeg, or .gif

A screenshot of a newsletter page titled 'BOMA Greater Minneapolis' on page 12. The page contains several articles. The first article is 'HAVE YOU DONE SURVEYS AT ANY BUILDINGS TO HELP CURATE YOUR INVENTORY?' which discusses the importance of surveys in building management. The second article is 'HAVE YOU NOTICED ANY IMPROVEMENTS IN THE PAST YEAR?' which discusses the importance of continuous improvement in building management. The third article is 'I WAS CURIOUS ABOUT HIRING TOO. HAS THAT BEEN A STRUGGLE FOR YOU GUYS?' which discusses the importance of hiring the right people for building management. The 'TRUSTED TO DELIVER EXCELLENCE' advertisement for Kraft Mechanical LLC is located in the bottom right corner of the newsletter page. The advertisement includes the company logo, a list of services, and contact information.

Sent
directly to
700+
members

71%
Open Rate
(48 pts.
above avg.)

Bi-monthly news
publication. Each
publication runs
twice

Effectiveness

SEE FULL ARCHIVED
INDUSTRY INSIGHTS
PUBLICATION HERE

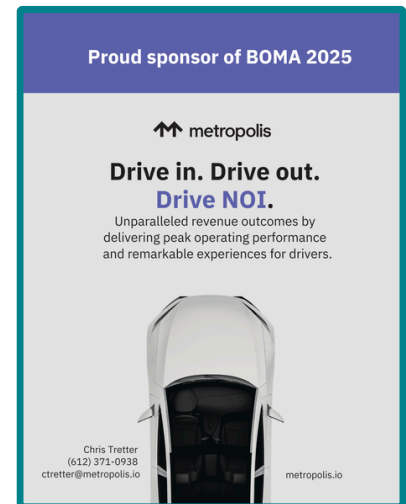
Industry Insights

Full Page Advert

\$500

Provide a full page (8.5"x11") ad hyperlinked to your choice of webpage. Your hyperlinked logo in the sponsor thanks.

Specs: 8.5" x 11" high res. pdf or .gif

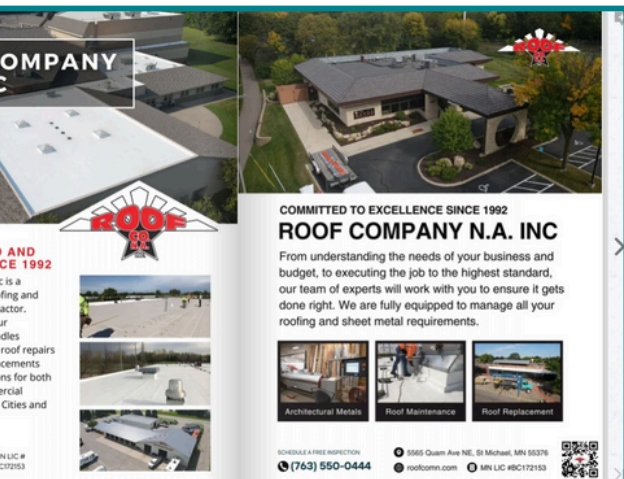


\$1200

Full Spread Advert

You will provide an educational, relevant article OR full color hyperlinked ad to be featured in one of the bi-monthly industry insights. Your hyperlinked logo in the sponsor thanks.

Specs: 17" x 11" high res. pdf or .gif



Effectiveness

Sent directly to
700+
members

71%
Open Rate
(48 pts.
above avg.)

Bi-monthly news
publication. Each
publication runs
twice

[SEE FULL ARCHIVED
INDUSTRY INSIGHTS
PUBLICATION HERE](#)

ConnectEd Advertising

■ Logo Advertising

Your hyperlinked logo will be displayed at the top of one ConnectEd communication of your choice (ConnectEd's sent weekly).

\$225



Specs: Any full color high res. logo in .png or .jpeg

■ Banner Advertisement

Your hyperlinked banner will be displayed at the top of one ConnectEd communication of your choice (ConnectEd's sent weekly).

\$350



Specs: 960 x 300 px; high res. file in .png, .jpeg, or .gif

Effectiveness

50%
open rate,
30% above
industry avg.

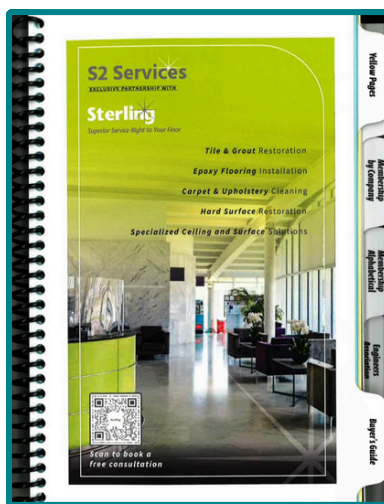
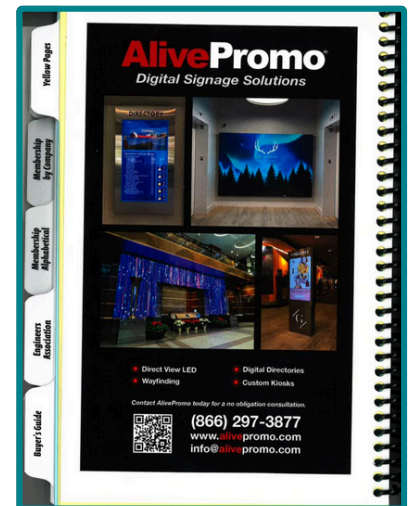
Weekly e-mailing -
main source for info
regarding upcoming
events

BOMA members are more
likely to purchase services
from member vendors than
non-member vendors

Membership Directory

■ Cover (Full page) \$1,124

With priority placement, your feature advertisement is sure to be seen by every viewer who opens the book!



\$756 Tab Divider (Full page) ■

This heavy weight tab divider guarantees visibility as readers flip to your advert as they navigate the directory. Capture attention with full color!

Effectiveness

700+ members receive FREE!

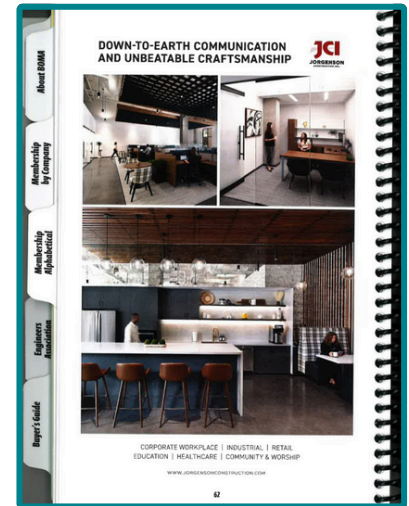
Used as reference point throughout the **entire year**

Standout with a print advertisement

Membership Directory

■ Cardstock (Full page, full color) \$717

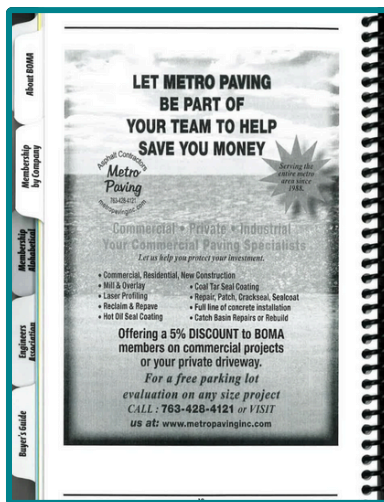
Premium heavy-weight paper ensures frequent exposure as members browse the directory.



\$672

Full Page B&W ■

Promote your business & convey a message with a full page advertisement



700+ members receive FREE!

Used as reference point throughout the **entire year**

Effectiveness

Standout with a print advertisement

Monthly Sponsorships

■ General Session

\$400

Reach property managers & building engineers involved in decision-making. Attendance for these meetings averages 60-80 people. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*

■ Engineer's Session

\$350

Reach the building engineers involved in decision-making about the operations for their properties. Attendance for these meetings averages 30-40 people. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*



Quarterly Sponsorships

■ Emerging Leader's Council (ELC)

\$300

The Emerging Leaders Council plans quarterly philanthropic mixer events throughout the year. The events may be a donation drive or student based event. Average attendance between 20-40 people. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*

■ Medical Session

\$400

Our Medical Building education sessions are a great way to get to know property managers in this unique section of our industry. Medical building events are held 3 times a year. Attendance for these meetings averages 50-70. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*



Annual Events

■ Golf Tournament

Tee Sponsorship (Premium - \$630/General - \$505)

Host a tee with a booth & meet the golfers

Lunch Sponsorship - \$650

Bring a company branded canopy and adding your company logo (stickers) to the boxed lunches.

Evening Event Sponsorship - \$650

Have on stage signage, verbal recognition, & share in prize distribution to members.

Beverage Sponsorship - \$425

Your logo will be prominently displayed on the drink ticket

Course Photo Sponsorship - \$500

Get a chance to run the course taking photos of golfers

Snack Cart Sponsorship - \$500

Decorate the snack cart with your company branding & hand out snacks to golfers

Survivor Ball - \$300

Each foursome receives your logo golf ball. The ball is rotated between all players in the foursome. All logo balls that survive the course are returned for a chance to win prizes.

Driving Range - \$350

Have signage at the driving range and visit with golfers while they warm up.

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Annual Events

■ Golf Tournament

Golf Cart - \$400

You can have signage within the golf cart used by every golfer.

Green - \$200

Be seen on the course by golfers by having signage on the green.

Golf Ball - \$300

Provide golfers with your logo balls that will be used throughout tournament.

Valet Cart Service - \$500

Greet golfers as they arrive to the course. Bring them from the parking lot to the clubhouse with their clubs. Feel free to add signage to your cart.

Bloody Mary/Mimosa Bar - \$500

Kick start the event with the Bloody Mary/Mimosa Bar!

Popcorn Stand - \$500

Satisfy the golfers mid-day hunger with your own popcorn stand.

Bottle Putt - \$400

Golfers chip and putt to win beverage bottles you supply on the practice green. Branding at your discretion.

Hole in One - \$400

Golfers get a chance to hit a hole-in-one and win a cash prize covered by the hole-in-one insurance you purchase..



Annual Events

■ Building Expo

Purchase a Booth - (12' - \$695 / 8' - \$525)

All associate and professional members may purchase a booth. This is a great way to network with our members. (Typical attendance is 400)

Expo Sponsor - \$400

Have your logo displayed at event check-in & lunch area. In addition, you hyperlinked logo will be displayed on pre-event promotion & event registration.

Bag Sponsor - \$350

Have your company logo on the bag attendees receive as they enter the expo. (Bag is provided by sponsor). Have your logo displayed at event check-in. In addition, you hyperlinked logo will be displayed on pre-event promotion & event registration.

Sponsor an Ed. Session - \$400/\$350

Have a booth at session check-in and catch attendee goes before they even enter the expo space. Receive the typical regular session sponsorship package.



Annual Events

■ Holiday Party

Santa (Host) Sponsor - \$5,000

- Social Media Recognition (Linked In, Instagram, Facebook)
- Your choice of article or ad in bi-monthly Industry Insights publication
- Hyperlinked logo on event registration page
- Sponsor thanks in November general session
- Recognition (hyperlinked logo) in weekly Connect Ed. & biweekly/weekly single sends
- Host sponsor signage at check-in
- Host sponsor “thanks” slide on all amenity space screens
- Host sponsor choice of “Santa” actor
- Host sponsor logo displayed on all napkins
- Sponsor logo on all name badges



Annual Events

■ Holiday Party

Rudolph (Beverage) Sponsor - \$2,500

- Social Media Recognition (Linked In, Instagram, Facebook)
- Hyperlinked logo on event registration page
- Sponsor thanks in November general session
- Recognition (hyperlinked logo) in weekly Connect Ed. & biweekly/weekly single sends
- Sponsor signage at bar
- Sponsor logo on all drink tickets
- Sponsor “thanks” slide on all amenity space screens
- Sponsor logo on all name badges

Yukon Cornelius (Photobooth) Sponsor - \$1,000

- Social Media Recognition (Linked In, Instagram, Facebook)
- Hyperlinked logo on event registration page
- Sponsor thanks in November general session
- Recognition (hyperlinked logo) in weekly Connect Ed. & biweekly/weekly single sends
- Sponsor signage at photobooth
- Sponsor logo on all photobooth photo backgrounds
- Sponsor “thanks” slide on all amenity space screens
- Sponsor logo on all name badges





Thank You

for your consideration in supporting BOMA Greater Minneapolis provide stellar networking, education, & advocacy efforts to our membership. You are a vital part of our membership & we value your contributions.



[Register Here!](#)

Questions?

Contact Kat@bomampls.org