

Sponsorships & Events

Sponsorship of these events and programs offer you tremendous value with a wealth of benefits.

Sample of Sponsorship Benefits

Heighten Visibility, Showcase Products, Shape Consumer Attitudes, Communicate Commitment to Business, Network, Entertain Clients

- Logo identification on all program material & advertising
- Display advertisement
- On-site sampling/display at event
- Corporate table at event
- Acknowledgement from podium
- Event signage
- Access to *Twin Cities Business* subscriber list
- Logo on cover page of special section in magazine
- Industry exclusivity



Minnesota Business Hall of Fame™—July

Each year, *Twin Cities Business* recognizes the accomplishments of five Minnesota business executives who have made lifetime contributions to Minnesota business. Their stories are the centerpiece of our July issue.

Minnesota Business Hall of Fame inductees are also honored at a high-profile awards event held in late July with 350–450 guests.



Small Business Success Stories—January

Small businesses, young and old, drive our community. They create jobs, develop new products and services, and help support our state's economy. Since 2003, *Twin Cities Business* has recognized the accomplishments and milestones of Minnesota small businesses with the Small Business Success Stories program. The program begins with a call for nominations in June and the eight to ten winners are the centerpiece of the January issue. The honorees are also celebrated at an awards dinner in January.



Minnesota Family Business Awards—November

The Minnesota Family Business Awards recognize outstanding family-owned businesses and celebrate the value these businesses add to the Minnesota economy and overall quality of life. Honorees are featured

in a supplement that appears in the November issue of *Twin Cities Business* and at an event attended by 300–350 guests. The program begins with a call for nominations in May and the winners are celebrated at an awards dinner in November.



Outstanding Directors™—October

Outstanding Directors recognizes the work of outside corporate directors who have made outstanding contributions to the companies they served during the past year. The program begins with a call for nominations in May and culminates with the winners featured in the October issue and celebrated at an awards dinner in late October.



Quarterly Economic Indicator—February, May, August, November

Twin Cities Business conducts a quarterly economic indicator survey of more than 15,000 business owners and top executives in Minnesota. Results provide a clear picture of overall business planning and sentiment—ranging from whether executives are planning to invest more into their businesses and increase headcount, to whether they're more optimistic or pessimistic about business conditions in the months ahead. This survey is the region's only forward-looking economic indicator report providing fresh, objective intelligence on all industries and sizes of businesses, and obtained through such a large sampling of business leaders.

BIG Book: Business Information Guide—December

This annual publication is Minnesota's only statewide business reference publication—filled with more than 150 information-packed pages covering 65 industry categories. This hands-on guide is a user-friendly resource full of information to help businesses research vendors for purchasing products/services, define the competition, and narrow in on their target market.

