

## MnBS SPONSORSHIP GUIDELINES

1. ALL ASPECTS OF SPONSORSHIP GUIDELINES MUST BE CONSISTENT WITH OUR MISSION STATEMENT
2. REQUESTS FROM OTHERS FOR SPONSORSHIP BY MnBS:
  - a. MUST BE IN WRITING AND INCLUDE
    - i. NAME OF INDIVIDUAL OR ORGANIZATION AND CONTACT INFORMATION
    - ii. DATE, TIME AND LOCATION OF EVENT (IF APPLICABLE)
  - b. MUST DETAIL SPECIFICALLY WHAT IS EXPECTED OF MnBS AND/OR ITS VOLUNTEERS AND WHAT MnBS GETS IN RETURN
  - c. MUST BE APPROVED BY A MAJORITY OF THE BOARD
  - d. MUST NOT INVOLVE SOCIETY IN CONTROVERSIAL ISSUES OR EXPOSE THE SOCIETY TO ADVERSE CRITICISM
3. REQUESTS BY MnBS FOR SPONSORSHIP BY OTHERS:
  - a. BRONZE SPONSOR MEMBERSHIP \$50
    - i. NAME LISTING IN A BOX IN MASS MAILINGS (SNAIL MAIL OR EMAIL), ON THE WEB SITE AT SOME LOCATION ON EACH PAGE
    - ii. LISTING ON THE BLUES VENUE & SPONSOR MAP
    - iii. LISTING ON SPONSOR PAGE ON WEB SITE
    - iv. LISTING ON DISPLAY AT MnBS EVENTS
    - v. ONE MnBS MEMBERSHIP CARD
    - vi. RECEIPT FOR TAX-DEDUCTIBLE DONATION
  - b. SILVER SPONSOR MEMBERSHIP \$100
    - i. SAME AS "BRONZE" SPONSOR BUT WITH LINKS WITH EACH LISTING AND TWO MnBS MEMBERSHIP CARDS
  - c. GOLD SPONSOR MEMBERSHIP \$150
    - i. SAME AS "SILVER" SPONSOR WITH ADDITION OF SPONSOR LOGO WHERE APPLICABLE
  - d. NATIONAL/INTERNATIONAL SPONSOR MEMBERSHIP \$350
    - i. SAME BENEFITS AS "GOLD" SPONSOR MEMBERSHIP FOR SPONSORS OUTSIDE THE REGION
  - e. IN-KIND SPONSOR
    - i. A BUSINESS MAY BE CONSIDERED FOR AN IN-KIND SPONSOR MEMBERSHIP BASED UPON THEIR WILLINGNESS TO PARTICIPATE IN SUPPORT OF MnBS. THIS MAY INCLUDE BUT IS NOT LIMITED TO:
      - (1) PROVIDING LINK TO MnBS ON THEIR WEB SITE
      - (2) DISPLAYING MnBS BANNER AT PLACE OF BUSINESS OR SPECIAL EVENTS
      - (3) INCLUDING MnBS IN ADVERTISING MATERIALS DISTRIBUTED BY THE BUSINESS

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- (4) ALLOWING MnBS TO PARTICIPATE AT EVENTS WITH A MEET-AND-GREET TABLE
  - (5) PROVIDING MATERIALS, EQUIPMENT AND/OR LABOR FOR THE PRODUCTION OF A MnBS EVENT
  - (6) PROVIDING RESEARCH AND PRODUCING HISTORICAL DOCUMENTS ON BEHALF OF MnBS
  - ii. IN-KIND SPONSOR MEMBERSHIP AGREEMENTS MUST BE IN WRITING
  - iii. 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
  - iv. IN-KIND SPONSOR MEMBERS RECEIVE A RECEIPT FOR THEIR TAX-DEDUCTIBLE DONATION
4. MnBS EVENT SPONSOR
- a. ALL DONATIONS VALUED AT \$25 OR MORE WILL RECEIVE A RECEIPT FOR THEIR TAX-DEDUCTIBLE DONATION. LESSER AMOUNTS WILL BE ISSUED RECEIPTS UPON REQUEST
    - i. CASH DONATIONS
      - (1) BLUES PATRON \$25 - \$49
        - (a) NAME LISTED ON PROGRAM IF APPLICABLE
      - (2) BLUES IN YOUR HEART \$50 - \$99
        - (a) NAME LISTED ON PROGRAM IF APPLICABLE
      - (3) BLUES IN YOUR SOUL \$100 & UP
        - (a) NAME LISTED ON PROGRAM
        - (b) NAME ANNOUNCED FROM STAGE AT EVENT
        - (c) NAME INCLUDED IN ANY ADVERTISING FOR EVENT
    - ii. IN-KIND DONATIONS
      - (1) PRIZES
      - (2) PROGRAMS, PRINTING, DECORATIONS, ETC.
      - (3) FOOD
      - (4) TALENT