

NARI of MN 2025 Sponsorships

The National Association of the Remodeling Industry of Minnesota is the 2nd largest NARI chapter in the US. The chapter has over 320 members, 60% of them are contractor members. These contractors have higher sales than non-members, larger project sizes, and more women in their ranks. NARI members abide by a code of ethics - setting them apart in the remodeling industry.

Opportunities are available for:

- Networking
- Showcasing a product or service
- Sharing your expertise.



To sign up for sponsorship contact:

Ky Carlson, Ewald,
ky.carlson@ewald.com
651-288-3727

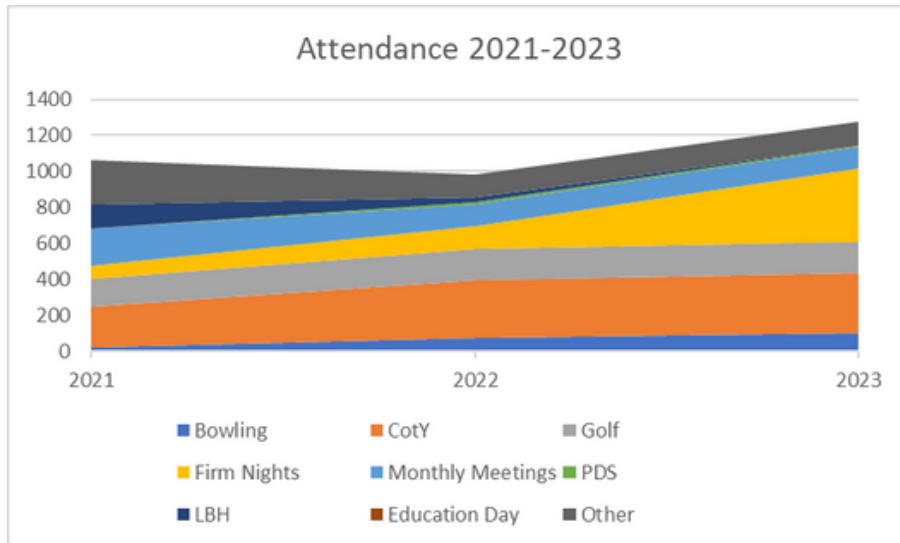
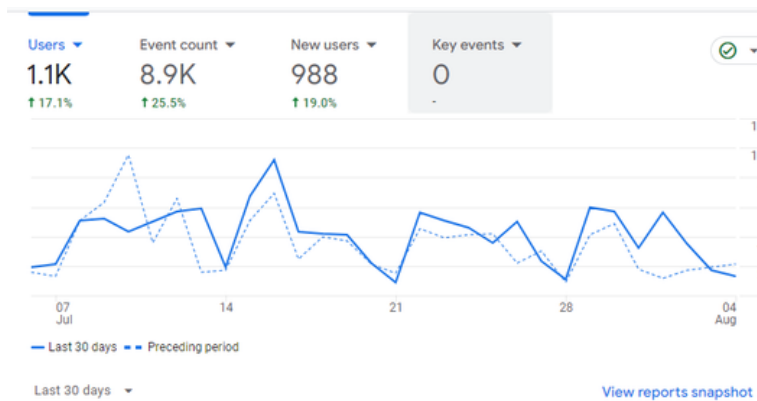
Beatrice Owen, NARI of MN
beatrice@narimn.org
612-332-6274

For more information, check out our
website,
<https://www.narimn.org/sponsorships/>

Benefits of Sponsorship

Audience/Demographics

- Over 320 active member companies
- 60% are Contractor members
- 6 National Award-Winning Remodelers in 2024
- 62% of Contractor members report their total gross sales over \$2million per year 80% have been in business >16 years



Membership Statistics

- Largely engaged membership base
 - 50-55% open rate for weekly e-news
 - Over 400 e-news subscribers
 - 1,000 monthly page views on the NARI of MN website, & they engage > 2 minutes
 - 1,500 Instagram followers
 - 1,000 Facebook followers
- Average attendance at our large events:
 - RotY Gala = 325+ attendees
 - Golf Event = 144 golfers+20 gamers
 - Firm Nights = 100+ attendees
 - Gather & Grow Meetings = 65-95 attendees
 - Whirlyball/August - 80-125 attendees

Open rate for emails

Audience	Folder	Analytics
Member Contractors	227 recipients	54.2% Opens
Member Contractors	227 recipients	45.4% Opens
Member Contractors	226 recipients	51.3% Opens
Member Contractors	226 recipients	52.7% Opens
Member Contractors	226 recipients	55.3% Opens
Member Contractors	226 recipients	56.2% Opens
Member Contractors	226 recipients	55.8% Opens

Page path and screen class	Views
	79,041 (100% of total)
1 /	41,442
2 /55885-2/	2,538
3 /events	2,125
4 /list	1,982
5 /login	1,576
6 /member/newmemberapp	971
7 /list/search	770
8 /winning-coty-projects/	761
9 /events/details/27th-annual-coty-awards-1823	704
10 /submit-a-coty/	650

The Top Visited page on the narimn.org website - RotY Binder Page

RotY Awards - November 7, 2025*



The Remodeler of the Year (RotY) Awards are the National Association of the Remodeling Industry’s (NARI) premier, peer-to-peer recognition of excellence in the remodeling industry. The Minnesota chapter of NARI is one of the most widely awarded of all chapters in the United States. Our members are recognized in the region and nationally. NARI of MN members won four national awards in the last year. The 2025 RotY Awards event will likely be held Friday, November 7th. The potential audience for our sponsors is 350 - over 50% of whom are contractors. The 2023 CotY (former name) celebration featured 123 submissions, representing almost \$30M in project costs. We have heavy traffic to our website for registration, viewing projects, and submitting for Pillar awards – the recognition awards for vendors/suppliers that worked on the projects. Date is tbd.

	Diamond Sponsor \$7,000	Platinum Sponsor \$2,500	Dinner/Tech/Emcee/ Binder Sponsor \$1,500	Program Sponsor \$1,250	Gold Sponsor \$1,000	Beverage Sponsor \$1,000
Tickets to the Gala	8-10 Tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Logo on NARI-MN RotY & Submission Page	Yes	No	No	No	No	No
Logo on Appropriate Trophy	Yes	Yes	No	No	No	No
Full Page Ad in Event Program	Yes	No	No	No	No	No
Recognition in electronic postings	Yes	Yes	No	No	No	No
Signage & Recognition at Event	Yes	Yes	Yes	Yes	Yes	Yes

Education Day - January 28, 2025

Heritage Center of Brooklyn Center



The NARI of MN Education Day is an opportunity for our contractor members to receive the necessary 7 hours of CEU credit approved by the MN Department of Labor and Industry. The day includes breakfast, lunch and snacks. There will be one room for presentations and an adjoining room for sponsor booths. Snacks will be in the sponsor room. There is a 10-15 minute break between every presentation. Sponsors may present at the discretion of the NARI of MN P&E Committee.

	Presenting Sponsor (Exclusive) \$3,500	Program Sponsor \$1,250	Food Sponsor \$1,000	Booth Sponsor (17 available) \$750	Tech Sponsor \$750
Program	Prominent	Enhanced	Logo in program	Logo on food station	Logo in program
Logo on Website	Yes	No	No	No	No
Welcome at event	Yes	No	No	No	No
Signage at event	Yes	Yes	Yes	Yes	Yes
Booth at event	No	No	No	Yes	No
Ad in NARI Newsletter March Issue	Yes	No	No	No	No
Editorial in NARI Newsletter March Issue	Yes	No	No	No	No

Golf Event - July 15, 2025

NARI of MN has a golf tournament each year. In 2025 the tournament will be held at Prestwick Golf Course on July 15th. The tournament is a scramble play with up to 144 golfers. All sponsors receive recognition in electronic communications, signage at event and mention during banquet.

ONSITE GOLFER ACTIVITIES & ENGAGEMENT

While we encourage sponsors to interact and engage with the golfers, we do ask that sponsors limit activities to 1 minute. Have fun, be creative and interact with golfers to maximize investment. Hole drawings or giveaways at assigned space is allowed, if awarding of prizes is done outside of the NARI sponsored dinner and raffle event.

Games on the Grass

Not everyone golfs, but everyone enjoys the NARI golf outing. We have Games on the Grass for our non-golfers and it includes a competition with prize.



	Eagle Sponsor \$4,500	Dinner Sponsor \$1,250	Tee Sponsor \$900	Golf Cart Sponsor \$900	Putting/Driving Range Sponsor \$900	Hole-In-One Sponsor \$900	Beverage Cart Sponsor \$800	Banquet Bar Sponsor \$800	Contest Tee Sponsor ** \$750	Games on Grass Sponsor \$750
Dinner Tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	1 Ticket	1 Ticket	2 Tickets	1 Ticket
Golf for Foursome	Yes	No	No	No	No	No	No	No	No	No
Table & 2 Chairs at Location	Yes - Hole 1	No	Yes	No	Yes	Yes	No	No	No	Yes
Full Pg. Ad in Program	Prominent	No	No	No	No	No	No	No	No	No
Staffed Sponsorship	Yes	Yes- at banquet	Yes	No	Yes	Yes	Yes - cart behind bev	Yes - at banquet	Yes	Yes
Signage at food	No	Yes	No	No	No	No	No	No	No	No
<p>Golf Cart - Varies by Holes/Sponsorship</p> <p>Every sponsorship level, except Eagle and Contest, includes the \$100 raffle prize go-in. Contest sponsors need to provide a club to the winners - male and female - of the contest.</p> <p>** Longest Drive, Closest to the Pin, Longest Putt - male and female - sponsor provides a club for each winner (male & female)</p>										

MSP Home Tour - April 26-27, 2025

The MSP Home Tour is the Twin Cities tour dedicated to the homeowners. The tour includes remodels; community-supported, contractor-remodeled, architect-designed, and homeowner-remodeled homes. The tour is free and self-guided. Attendees can create their own tour via the msphometour.com website. We print 25,000 copies of the tour's guidebook which is distributed to showrooms and libraries around the metro and mailed to over 15,000 homes. Over 4,000 people attend the tour. Attendees typically stop at 6-7 homes and each home has over 250 visitors. Tour is 11AM-5PM both days. Tour is within 494-694 loop.

	Presenting Sponsor (Exclusive) \$10,000**	Premier Sponsor \$5,000	Patron Sponsor \$1,500	Partner Sponsor \$500
<i>Homeowner Facing</i>				
The Guide	Full page ad & listing in the Index Editorial article (1/4 page)	1/2 page ad & listing in the Index	1/8 page ad & listing in the Index	
MSP Home Tour social media	4 posts on social channels	3 posts on social	1 post on social	Social Media tags
MSP Home Tour Website	Static logo on Tour website sponsor page Logo on the Tour home page	Static logo on website	Sliding logo on website	Logo on sponsor page Hyperlink on individual home's tour page
Membership Directory	Full page ad	1/4 page ad		
Signage	Logo on Yard Sign at every tour home Logo on every Passport	Logo on Yard Sign at every tour home	Logo on Yard Sign at every tour home	In home signage
<i>Industry Facing</i>				
<i>Newsletter</i>	Full page ad in March issue Editorial in June issue	1/4 page ad in March issue	1/8 page ad in March issue	
<i>Electronic communications</i>	Logo in communications March - May			
<i>NARI of MN Social Media & Website</i>	4 posts on social channels Logo on NARI of MN tour page	2 posts on social channels		
<i>Event Mentions</i>	Logo & special mention 6x	Logo & mention 1x		
<i>NARI of MN meetings</i>	Two (2) comp tickets to RotY Table at a Gather & Grow meeting	Four (4) comp tickets to Firm Night		

** Option to host orientation for participants and homeowners

Gather & Grow Meetings



Gather & Grow meetings will be May 13 and October 14, 2025. The May meeting includes a recognition of the National RotY winners. The October meeting includes the Annual Meeting with an introduction of the board slate. The event includes one hour of tabletops (a mini-tradeshow), then buffet dinner, chapter news, and a recognized speaker on an important topic. May, 2024 had 92 registrants - 50% were contractors. The May meeting will be held at Warehouse Winery in St Louis Park. The October meeting will be held at Masonic Heritage Center in Bloomington.

	Gather & Grow Exclusive Sponsor \$1,500	Food or Stage Sponsor \$750	Beverage Sponsor \$500	Tabletop Sponsor \$250	New Member Table Top Sponsor \$200
Tickets to Event	2 Tickets	1 Ticket	1 Ticket	1 Ticket	1 Ticket
Logo on Registration Pg.	Yes	No	No	No	No
Recognition in electronic communications	Yes	No	No	No	No
Tabletop Display or Video Opportunity	Yes	No	No	Yes	Yes
Opportunity to Introduce Speaker	Yes	No	No	No	No

The Annual Meeting (October Gather & Grow) includes the introduction of the slate of directors for the NARI of MN Board of Directors.

Past speakers for Gather & Grow have included:

John Burns Research

Federal Reserve Bank of Minneapolis

David Lupberger, Remodel Force

Victoria Downing, Remodelers Advantage



Social Events

The Bowling/Whirlyball Event is our fun winter event and is widely attended. 129 registrants in 2024. The 2025 event will be held on January 14 at Whirlyball in Bloomington. There will be bowling, food, Whirlyball (2 courts). Signage at the event for all sponsors and recognition during presentation.

WHIRLYBALL/BOWLING - January 14, 2025

	Event Exclusive Sponsor \$2,000	Food Sponsor \$1,000	Beverage Sponsor \$750	Whirlyball Sponsor (10 available) \$500
Tickets	2 Tickets	2 Tickets	2 Tickets	1 Ticket
Video or Speaking Opportunity	Yes	No	No	No
Mention in electronic communications	Yes	Yes	Yes	Yes
Logo on Registration Pg.	Yes	No	No	No
Signage at Event	Yes	Yes	Yes	Yes

AUGUST EVENT - Canterbury Park, 2nd week of August

The August Event is our fun summer event and is widely attended. The 2025 event will be held at Canterbury Park. We will have more information when the racing schedule is produced. There will be races, betting, tables, and more opportunities. Signage at the event for all sponsors and recognition during presentation. We have several sponsorship options available. This event subject to change.

	Event Exclusive Sponsor \$2,000	Food Sponsor \$1,000	Betting Sponsor \$750	Tip Sheet Sponsor \$750	Beverage Sponsor \$750	Table Sponsor \$150
Tickets	2 Tickets	2 Tickets	1 Ticket	1 Ticket	1 Ticket	No
Video or speaking opportunity	Yes	No	No	No	No	No
Mention in electronic communications	Yes	Yes	Yes	Yes	Yes	No
Logo on Registration Page	Yes	No	No	No	No	No
Signage at event	Yes	Yes	Yes	Yes	Yes	Yes

Additional Opportunities

We have several additional opportunities including Firm Nights (held 4-5 times per year, professional development seminars, and more.

	Firm Night	Professional Development Seminar	Lunchbox Hour
Logo on registration page	Yes	Yes	Yes
Signage at event	Yes	Yes	Yes
Educational programming provided by sponsor	Yes	Yes	Yes
Event marketed by sponsor	Yes	Yes	Yes
Work with committee/staff for successful event	Yes	Yes	Yes
Recognition in electronic communications	Yes	Yes	Yes

Attendance at these events - 100 + at Firm Nights, 25-30% are contractor members
 10-20 at PDS - depends on subject, CEU opportunities 10 at Lunchbox Hour
 Check with the office for availability and prices.

LEADERSHIP OPPORTUNITIES

	Board of Directors Retreat Sponsorship \$775	Board of Directors Retreat Dinner Sponsorship \$700	New Member Orientation Host \$575 (host provides location)
Logo on Registration Pg.	Yes	Yes	Yes
Mention in electronic communications	Yes	Yes	Yes

Advertising Opportunities

NEWSLETTER ADVERTISING - published online 12 times a year

Full Page Ad - \$500 - Half Page Ad - \$300 - All ads due one month prior to publication. Publication on the 2nd Tuesday of every month. Links to newsletter on social media.

MEMBER DIRECTORY ADVERTISING (NARI website & (with QR code link - MSP Home Tour Guide)

Inside Front Cover (Full Page) Ad \$1,250	Full Page Ad \$500	Half Page Ad \$300	Member Upgrade \$300
8.5" x 11" (No Bleed)	8.5" x 11" (No Bleed)	8.5" x 5/5" (No bleed)	Hyperlinked Company Name

WEBSITE ADVERTISING

Logo on Homepage - 1 Quarter \$400
Logo on other pages - 1 Quarter \$300

Choose your Quarter (circle one) : 1 2 3 4

Send info@narimn.org a JPG or PNG version of your logo and page for your logo placement

Guidelines for Print Materials

General Guidelines

- Advertisers must be members in good standing of NARI of MN, excluding the MSP Home Tour.
- First right of refusal applies to all exclusive sponsorships for second year only. Includes Diamond and Eagle sponsorships.
- All sponsorships/advertisements must be utilized within the sponsor year of the contract, otherwise they are null and void.
- All advertising is subject to NARI of MN's approval.
- Where selections are needed, NARI of MN may assign as needed.

Print Design Guidelines

- All full page ads should have dimensions of 8.5" x 11" with no bleed included.
- All half page ads should have dimensions of 5.5" x 11" with no bleed included.
- All ads must be sent in PDF format to maddie@narimn.org
- NARI of MN does not provide graphic design assistance for ads.

Deadlines

- Newsletter ads due 15 days before month they will appear
- Newsletter comes out monthly