

2018

International
Convention
Sponsorship
Handbook



**SONS of
NORWAY**



WHO WE ARE

Sons of Norway, a financial services and international cultural organization headquartered in Minneapolis, began with shared values and a simple promise of financial security when like-minded people came together to protect their families, celebrate their culture and strengthen their community.

For more than 120 years, we've lived our mission to promote and preserve the heritage and culture of Norway, celebrate our relationships with other Nordic countries and provide quality insurance and financial products to our members. Now 50,000 members strong, we play an active role in communities throughout North America and Norway.

www.sonsofnorway.com





2018 Leadership Conference

August 15

Once again the International Convention will also host a second event: The 2018 Leadership Conference. This one-day event, which precedes the International Lodge Meeting, is open to all members and will help attendees strengthen their leadership skills while providing new tools and tactics to help them in their professional lives and in the roles as Sons of Norway members.

This event generates a high level of interest from the hundreds of members and dignitaries in attendance, to the tens of thousands of members following along via online channels and social media coverage. Sponsors who support the International Convention will benefit from this coverage because it adds additional opportunities for exposure and contact points. Past experience has shown us that our International Convention draws significant interest from members, leaders of other fraternal benefit societies and traditional media. This can translate into some great promotional opportunities for our sponsors and can increase the impact of your sponsorship.

Here you will find information about a variety of sponsorship opportunities, their values and descriptions. If you have any questions about the current sponsorship opportunities or would like to discuss a sponsorship idea that is not included, please contact Rebecca Swanson at 612-821-4623 or rswanson@sofn.com.

ABOUT THE CONVENTION

Hyatt Regency Hotel, Bloomington, Minnesota

International Lodge Meeting

August 16-18

This August, Sons of Norway members from across the globe will gather together in the vibrant and eclectic Twin Cities for the 2018 International Convention. This is arguably the most important and highest profile event for all of Sons of Norway because it is the location of the Biennial International Lodge Meeting. This event brings hundreds of members together as delegates to vote on important issues and chart the future of the organization.





ABOUT THE MEMBERS

While Sons of Norway is an organization made up of 50,000 people, with individual preferences and unique tastes, we have developed a demographic profile of our membership. It can be said that our members are:

Active Online

Sons of Norway members are strong website and social media users considering their age group. This is important for sponsors with a strong web presence. Research has shown it's very typical of our members to spend a lot of time online and regularly use the internet to make purchases.

Passionate

We know from demographic research that Sons of Norway members share common passions with regard to their interests. Whether it's reading about it, taking classes or actually doing it, our members are highly passionate about:

- Norwegian imports
- Food/Cooking
- Genealogy
- Norwegian language
- Travel
- Healthy Living
- Outdoor activities

Desirable

The typical member is a home-owning, married empty-nester over the age of 50. They are the primary income earner in a household with income in excess of \$60,000 per year. In addition, the typical Sons of Norway member is well educated with at least a Bachelor's Degree (more than 20% have a Master's Degree as well). This means they are highly educated and have the disposable income and free time to pursue a variety of interests that your organization may offer.

Devoted to Sons of Norway

We know that our members are very dedicated to Sons of Norway and, more importantly, all the events and partners we support. We see high member attendance at events we sponsor and members take Sons of Norway recommendations seriously when it comes to strategic partnerships like this. In fact, research has told us that the typical member is very likely to use a product or service if it comes recommended by Sons of Norway. This has the potential to translate into increased sales visibility and word-of-mouth promotion for sponsors.

Enthusiastic Travelers

Recent surveys have show that Sons of Norway members love travel. In any given year, our members take multiple medium range trips of 300 miles or more and spend at nearly a week in hotels. In fact, 20% of Sons of Norway members spend over two weeks a year in hotels. Additionally, we know that the average Sons of Norway member purchases at least one airline ticket per year and one-third of our members purchase three or more per year.

What's more, 86% of our members are international travelers with 30% having flown overseas in the past 12 months.



OVERVIEW SPONSORSHIP OPPORTUNITIES

Sponsoring a Sons of Norway event can be an efficient, economical and easy way to reach thousands of potential new customers. With members' high level of dedication to the organization and all its strategic partners, sponsors can significantly benefit from association with Sons of Norway.

President's Reception (<i>SOLD</i>).....	\$5,000
Folk Art Exhibition.....	\$3,000
Lunches.....	1 = \$3,000 2 = \$4,500
Report Book Ad.....	Full page = \$950 Half page = \$600
Nametag/Lanyard.....	\$3,000
Convention/Conference Tote Bags.....	\$1,500
Leadership Conference Aprons.....	\$2,500
Coffee Breaks.....	\$2,000 per break
Blog, Social Media Posts.....	\$2,000



Tailored Packages are Available

If you would like to learn about or suggest tailored sponsorship packages, please contact Rebecca Swanson at 612-821-4623 or rswanson@sofn.com



President's Reception

This is a fun evening event for all delegates, guests and special dignitaries that actually kicks-off the International Lodge Meeting. This themed event typically includes a welcome statement from invited dignitaries, entertainment and a food & cocktail reception as part of the ceremonies. Sponsor will receive MC mentions, signage and logo presence, ad in event report book, sponsor's website link and event website, and mentions in various articles/ads.

Sponsorship value: \$5,000 (SOLD)

Folk Art Competition & Exhibition

At every convention Sons of Norway holds a folk art competition and exhibition for our most artistic members. This exhibit enjoys high traffic by attendees, guests and often the general public. A first place ribbon in any of the competition categories is highly coveted by Norwegian folk artisans and the competition is closely followed by all members. Sponsors will receive name and logo recognition in exhibition room and on all related materials, ads and references.

Sponsorship value: \$3,000

Report Book Ad

Connect with a very select audience of committed Sons of Norway members by purchasing ad space in the 2018 International Convention Report Book. This publication contains schedules, agendas and topics of discussion for the entire event and is considered to be the most important item of all convention materials. Rarely is a delegate seen without this publication close at hand, which means that ads placed will receive significant attention.

Sponsorship value: Full page = \$950 Half page = \$600

Lunches

Join our members and dignitaries during their social lunch breaks with good food and good company. These times are often used by delegates to make new acquaintances and enjoy the company of longtime friends. Sponsor will receive the opportunity to place materials at each seat.

Sponsorship value: 1 = \$3,000 2 = \$4,500



Nametag/Lanyard

Attendees to the 2018 Leadership Conference and the International Lodge Meeting will receive an official lanyard and badge. The lanyards are approximately 3/4” wide and 19” long and will have your logo or name printed on them. This convenient lanyard offers your company a great opportunity for exposure and your logo will be seen by everyone in attendance every day of the convention and beyond.

Sponsorship value: \$3,000

Convention/Leadership Conference Tote Bags

Every convention and conference participant will proclaim your brand with use of this sponsored tote bag – and most likely, for long after the event is over. The tall, durable tote bag (12.5 x 14.5”) will showcase your four-color logo and serve as a handy receptacle for carrying convention and conference materials over the four-day event.

Sponsorship value: \$1,500

Leadership Conference Aprons

A component of the 2018 Leadership Conference invites participants to take part in a group activity requiring aprons. These full-bib, high-quality aprons are stain resistant, easy to launder, and will be prized by the wearers for years to come. Emblazon the apron with your logo and the remembrances of your organization and the convention will be held for well into the future.

Sponsorship value: \$2,500

Coffee Breaks

Sons of Norway will be offering attendees free refreshments during a number of coffee breaks throughout the 2018 Leadership Conference and International Lodge Meeting. Sponsorship includes name and logo placement at all stations during two coffee breaks and sponsorship mention in convention book.

Sponsorship value: \$2,000 per break



CONTACT US

As you can see, there are a number of exciting new sponsorship opportunities this year. In an economic environment where every dollar counts, getting involved in a program like this one can be a cost-effective way to reach a large audience and strengthen your brand's reputation. If you would like to learn more about these opportunities, or would like to discuss creating an even more tailored sponsorship, please contact us right away.

For more information about sponsoring the 2018 Sons of Norway Convention, contact Rebecca Swanson at 612-821-4623 or rswanson@sofn.com.



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