



# MPA

MINNESOTA  
PERCUSSION  
ASSOCIATION

**SPONSORSHIP  
OPPORTUNITIES  
2025**

## WHAT'S MPA?

The Minnesota Percussion Association (MPA) is a 501(c)3 nonprofit organization whose mission is to further the development of the marching arts and percussion performance, working with scholastic music programs and independent organizations.

MPA produces many events throughout the year, including indoor drumline and indoor winds competitions, the annual Day of Percussion and Winds, the Solo and Ensemble Contest, and other educational events.

Throughout the year, MPA reaches a wide audience at its events and through social media.

And MPA is further expanding its reach through partnerships with local arts organizations.

## WHO'S IN MPA'S AUDIENCE?

Our audience every year includes thousands of musicians, musicians' families, music educators, and performing arts fans from Minnesota and the Upper Midwest.

- **High school students**
  - Though many of them play percussion instruments in their MPA ensembles, many also play woodwind, brass, strings, and other types of instruments in their schools' marching bands, concert bands, jazz bands and other ensembles.
  - Many go on to participate in music ensembles in college, whether by becoming music majors or just joining the school marching band or other music groups.
- **College students**
  - A lot of them are music majors, both in music education and music performance.
  - Many also teach local indoor drumlines, indoor winds groups and marching bands, and will continue to teach music after graduating, whether on a full-time basis or in addition to their full-time jobs.
- **Parents and other family members of the performers**
  - They give great financial support to the MPA performers' activities.
  - Many are musicians themselves.
- **Instructors**
  - A lot of the instructors also teach multiple marching bands and other music ensembles.
  - They make purchasing decisions for the ensembles they work with throughout the year.
  - Many are current or future band directors in the area.
- **MPA alumni**
  - Because of its more than 30-year history, MPA has a large and engaged alumni base.
  - Many are still involved in music education and performance.

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsors

Presenting sponsors contribute a set amount to sponsor a specific MPA event. There is only one sponsor per event.

- |                              |         |
|------------------------------|---------|
| • Regular-season show:       | \$250   |
| • MPA Prelims:               | \$500   |
| • Solo and Ensemble Contest: | \$200   |
| • MPA Championships:         | \$1,000 |

### Benefits:

- Company banner displayed during the event
- Full-page ad in the program (excludes Solo and Ensemble Contest)
- Company name/logo included on the front cover of the program (applies to regular-season shows and MPA Prelims/Championships only)
- Company name/logo included in printed certificates/awards for sponsored regular-season competitions
- Company thanked in live announcements for the event
- Company may have a table at the event
- Company name associated with the sponsored event (for example, "MPA — Eden Prairie, Presented by ...")
- Company name and logo included in all advertising for the event
- Company name and logo added to the specific MPA event page on the website as a presenting sponsor, with a link to the company website
- Company may send promotional items to the event to be given away as competition prizes or to attendees





## Corporate Partners

Corporate partners contribute a set amount per season for the benefits outlined below.

### Bronze Level: \$300

Benefits:

- Your large logo printed on one of two banners showing all season sponsors' logos at MPA Championships (placed in the back of the competition floor, in full view for the audience)
- Half-page, full-color ad in the MPA Championships program
- Company logo on the MPA website as corporate partner, with a link to company website
- A table at 1 regular-season competition for the season
- Social media promotion throughout the season
- Company logo put on the back of the 2025 season T-shirt (smallest logo size)
- 2 season passes to MPA events (for any show or special event)

### Silver Level: \$550

All benefits from the bronze level, plus:

- Company banner also displayed at MPA Prelims
- An additional 2 season passes (4 total) to MPA events
- Company logo printed larger on the 2025 season T-shirt
- Company logo printed larger on the season sponsor banners at Championships
- Company logo displayed larger on the MPA website
- Upgrade to a table at 2 regular-season competitions

### Gold Level: \$1,000

All benefits from the bronze level, plus

- Company banner displayed at *all* MPA competitions for the season
- Upgrade to a *full*-page, full-color ad in the Championships program
- Video ad (maximum 30 seconds) in the MPA Championships live stream; sponsor provides the video ad
- An additional 4 season passes (6 total) to MPA events
- Company logo printed larger than silver level on the 2025 season T-shirt
- Company logo printed larger than silver level on the season sponsor banners at Championships
- Company logo displayed larger than silver level on the MPA website
- Upgrade to a table at 3 regular-season competitions and 1 special event (Prelims, Championships, Day of Percussion and Winds)

### Platinum Level: \$1,500

All benefits from the bronze level, plus:

- Company banner displayed at *all* MPA competitions for the season
- Upgrade to a *full*-page, full-color ad in the Championships program
- Full-page ad in all regular-season show programs
- Video ad (maximum 30 seconds) in the MPA Championships live stream; sponsor provides the video ad
- An additional 8 season passes (10 total) to MPA events
- Company logo printed largest on season T-shirt
- Company logo printed largest on season sponsor banners at Championships
- Company logo displayed largest on MPA website
- Upgrade to a table at all events for the season

## Video Ads

You may place a video ad in the MPA Championships live stream (30 seconds maximum, sponsor provides the ad).

- Live stream video ad: \$150
- Live stream video ad and full-page MPA Championships program ad package deal: \$250 (\$100 less than buying separately)

## Event Table Program

You may pay to have an exhibitor table at MPA events.

- Regular-season show: \$100
- Day of Percussion and Winds: \$150
- MPA Prelims: \$150
- MPA Championships: \$150
- WGI Minneapolis Regional: \$150



## Program Ads

You may also purchase full-color ads in the following:

- Prelims program: \$150 for full page,  
\$75 for half page
- Championships program: \$200 for full page,  
\$100 for half page

If you would like to buy an ad in a regular-season event program, please contact the show co-host directly, which we can help with.

## Web Banner Ads

All ads will be on the MPA website for one year.

- Top banner ad (horizontal, full width): \$100 for a full year;  
\$20 charge to upload a new ad within the year

## Other Sponsorship Opportunities

We can customize opportunities not listed above. Let us know how we can help promote your company!

## SIGN-UP AND MATERIALS DEADLINES

- Corporate partnerships: Jan. 24
- Presenting sponsorships: Jan. 24 for regular-season shows, four weeks before for all other events  
No deadline; ad will be up for one year
- Website banner ads: No deadline; ad will be up for one year
- MPA Prelims and Championships program ads: four weeks before the event
- MPA Championships live stream video ad: four weeks before the event
- Tables at events: two weeks before the event

## PAYMENT

MPA accepts checks, credit cards, and PayPal payments. You will receive an invoice once your order is finalized. Payments are due within 60 days.

## FILE SPECS AND DELIVERY

After your order is finalized, you will be given details on the file requirements (sizes, format, etc.) for logos, program ads, and any other files we'll need, including delivery of the files.

## CONTACT

To get started, please fill out the order/interest form: [minnesotapercussionassociation.org/index.php/sponsor.html](http://minnesotapercussionassociation.org/index.php/sponsor.html).

Or email MPA President Vlad Boz at [mpasponsors@gmail.com](mailto:mpasponsors@gmail.com).

We look forward to hearing from you!

