

## The Economic Alliance “Allies” Sponsorship Structure

### **Individual Allies**

Individual allies recognize the importance of economic development in their community.

#### **Base \$500/year**

- Showcases a commitment to having a voice that promotes Wadena County and surrounding communities at the regional, state, and federal level
- The Economic Alliance window cling to highlight sponsorship
- Listed business/individual on The Economic Alliance website
- “Ally” pricing on fee structure

#### **Plus \$1,000/year**

Includes all of the previously listed sponsorship benefits, in addition to:

- \$250 credit towards grant/proposal writing fee

#### **Small Business \$2,500/year**

Includes all of the previously listed sponsorship benefits, in addition to\*:

- \$625 credit towards grant/proposal writing fee

#### **Supportive Ally \$5,000**

Supportive allies support the overall mission and vision of The Economic Alliance. Includes all of the previously listed sponsorship benefits, in addition to\*:

- Yearly update to board/commission
- \$1,250 credit towards grant/proposal writing fee
- \$125 credit towards social media consultation

#### **Senior Ally \$10,000**

Senior allies are committed to the continued presence of The Economic Alliance in their community. Includes all of the previously listed sponsorship benefits, in addition to\*:

- Biannual updates to board/commission
- Dedicated staff member serving as a member of community group/committee\*\*
- \$2,500 credit towards grant/proposal writing fee
- \$250 credit towards social media consultation

#### **Strategic Ally \$15,000**

Strategic allies have a vested interest in the strategic initiatives of The Economic Alliance.

Includes all of the previously listed sponsorship benefits, in addition to\*:

- Quarterly updates to board/commission
- Committed office hours in the community\*\*
- \$3,750 credit towards grant/proposal writing fee
- \$350 credit towards social media consultation

#### **Executive Ally \$30,000**

Executive allies are cornerstone leaders in economic development in the region. Includes all of the previously listed sponsorship benefits, in addition to\*:

- Monthly updates to board/commission
- Guaranteed representation on The Economic Alliance Board of Directors
- \$7,500 credit towards grant/proposal writing fee
- \$500 credit towards social media consultation

\* Fee schedule credits cannot be compounded

\*\*Specifics are subject to negotiation

## **The Economic Alliance Fee for Service Structure**

### **Grant/Proposal Writing**

Includes preparation, submission, and tracking

#### ***Grants under \$10,000***

- Ally price: \$350 flat fee
- Non-Ally price: \$500 flat fee

#### ***Grants \$11,000-\$20,000***

- Ally price: \$500 flat fee
- Non-Ally price: \$750 flat fee

#### ***Grants \$21,000+***

- Ally price: \$750 flat fee plus \$35/hour
- Non-Ally price: \$1,000 flat fee plus \$50/hour

### **Social Media Marketing Consultation**

#### ***One-Time Training***

- Basic Package: Includes an overview of how to set up, post, advertise, and utilize Facebook, Twitter, and Instagram to attract and retain customers/users
  - Ally price: \$250
  - Non-Ally price: \$500
- Premium Package: Includes an overview of how to set up, post, advertise, and utilize Facebook, Twitter, Instagram, Google, LinkedIn, Pinterest, YouTube, Tumblr to attract and retain customers/users
  - Ally price: \$500
  - Non-Ally price: \$750

#### ***Manage Sites (Organization provides content)***

- Basic Package: Includes posting, managing, and advertising pages on Facebook, Twitter, and Instagram
  - Ally price: \$20/hour
  - Non-Ally price: \$30/hour
- Premium Package: Includes posting, managing, and advertising pages on Facebook, Twitter, Instagram, Google, LinkedIn, Pinterest, YouTube, Tumblr
  - Ally price: \$30/hour
  - Non-Ally price: \$40/hour

\* Fee schedule credits cannot be compounded

\*\*Specifics are subject to negotiation