

2017 HERITAGERAIL FALL CONFERENCE

October 4-7, 2017

Minneapolis, Minnesota



Hosted by the
**MINNESOTA
STREETCAR
MUSEUM**

We are pleased to invite you to the Fall 2017 HeritageRail Conference. We hope your business or organization will join us and become a sponsor for one or more of the special events scheduled during the conference. The conference will provide excellent opportunities for you to promote your company and products or services.

In addition to networking opportunities, the Minnesota Streetcar Museum is offering several special events and packages in addition to those listed on the right.

For more information or to submit a sponsorship request, please contact Lynette Rickman, Executive Director of HeritageRail Alliance.

Would you like to make a real impact during the conference or do you have something special that you would like to sponsor. If so, please contact Lynette Rickman at: contact@atrrm.org



SPONSORSHIP LEVELS*

Gold Level

\$15,000+

Sponsor for one or two major events, e.g., Saturday banquet, or Wednesday evening welcome reception. Large logo placed prominently on banner, in program guide, and other materials

Silver Level

\$5000-\$14,999

Sponsor for one breakfast and Thursday evening cocktail party. Medium size logo placed on banner and in other conference materials.

Bronze Level

\$1000-\$4999

Sponsor for one breakfast; or trip to ride the Osceola train on Thursday (box lunch on bus) plus Saturday evening cocktail party. Logo will be on banner and other conference materials.

Creosoted Wood Level

Under \$1,000

Sponsor for two refreshment services Thursday or Friday morning or evening Club Rooms. Logo will be placed on banner and in conference materials.

*NOTE: Sponsor levels will be prominently listed and described in conference print materials. We can combine sponsorships for an event or you can sponsor multiple events. See attached schedule for sponsor opportunities.



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Sponsorship Opportunities*

Event*	Est. Cost
Attendee credentials	\$1500
Gift bag	\$1000
Wednesday—October 4	
Vendor Spotlight Welcome Reception	\$13,000 - \$15,000
Thursday – October 5	
Breakfast in ballroom/vendor area	\$4,500 - \$6,500
Refreshments in ballroom/vendor area (9:30 AM)	\$400 - \$500
Refreshments in ballroom/vendor area (10:45 AM)	\$400 - \$500
Box lunches for Field Trip to Osceola & St. Croix Valley RR	\$2,000 - \$2,500
Popcorn & snacks for movie night	\$200
Friday – October 6	
Breakfast in ballroom/vendor area	\$4,500 - \$6,500
Refreshments in ballroom/vendor area (9:30 AM)	\$400 - \$500
Refreshments in ballroom/vendor area (10:45 AM)	\$400 - \$500
★ Reception and social hour by Rail Events	\$15,000
Popcorn & snacks for Club Room – Show & Tell	\$200
Saturday – October 7	
Pre-banquet reception and social hour	\$2,000 - \$2,500
Banquet and HRA Annual Meeting	\$16,000 - \$20,000
Club Room – movie night – wrap party	\$200

NOTE*

- Sponsors can sponsor one or more of the above events.
- Multiple sponsors can also share the cost of sponsoring one event.
- Sponsors will be recognized for their sponsorships by listing in the conference brochure and programs, and by placards prominently displayed at the entrance to the event and inside the event.