2025 Docomomo US/MN

Sponsorship Opportunities

Docomomo US/MN presents a prime opportunity to support Minnesota's foremost organization in their efforts toward Modern architectural preservation while simultaneously reinforcing the values of your company, brand, or organization in front of hundreds of engaged Modern enthusiasts.

Annual sponsorships and Fall Home Tour ***Event sponsorships*** are available.

About Docomomo US/MN

Docomomo US/MN is a volunteer-based, Minnesota 501(c)(3) non-profit organization. Founded in 2011, Docomomo US/MN is the Minnesota chapter of Docomomo US. Docomomo is the international working party for the Documentation and Conservation of buildings, sites, and neighborhoods of the Modern Movement.

The primary objectives of Docomomo US/MN are:

- To **stimulate interest** in, to educate the public about Modern architecture and design which highlights the **diverse** contributions to the movement;
- To **maintain a register** of important Modern architecture and design to be preserved and documented;
- To **exchange knowledge and ideas** about the field of Modern architecture and design and to share techniques about the documentation and conservation of the movement; and
- To act as a watchdog when examples of Modern architecture and design are in jeopardy and **advocate** where appropriate.

Audience & Events

Lectures, movie screenings, book talks, home tours, and thematic building tours build a diverse audience interested in furthering their curiosity and knowledge of the modern time period. Meet dozens of mid-century homeowners, modern enthusiasts, and preservation advocates from across the Twin Cities and farther. Attendees have a high interest in design, architecture, modern real estate, and furnishings.

Impact

Our continued investment in the Minnesota Modern Registry (MMR) provides opportunities for a deeper dive into thematic research across the modern period. So far we have been able to commission articles about cabin culture in the upper Midwest, IBM's revolutionary Rochester campus, and biographies of Lorenzo D. "Pete" Williams and Lonnie O. Adkins, two prominent African American MN Architects.

The Minnesota Modern Registry includes over 10,000 entries which cover buildings, sites, neighborhoods, landscapes, and art of the Modern era. The MMR and it's primary developer, board member Bobak Ha'Eri, recently won a 2024 Docomomo US Modernism in America Award of Excellence. The MMR has been viewed over 195,000 times since it's launch in 2019. Sponsor investment will ensure forward progress on making this an accessible and useful resource into the future.

Anticipated Event & Newsletter Exposure

- Summer Mod Mixer
- Fall Home Tour
- Holiday Winter Mod Mixer
- Pop-Up Home Tours

minnesota modern registry

Newsletter by the Numbers

1700
Subscribers

7.8%
Click Rate

57%
Open Rate

Annual Sponsorship Levels

Explore our Annual Sponsorship levels and their corresponding benefits. Join us in our mission to educate, advocate, and document the Modern Movement in Minnesota.

$3,000 and above Sustaining Annual Sponsor

- Logo and link on website sponsor page.
- Logo and link in footer of all email newsletters.
- Large logo banner placed at all events + table space for sponsor promo material.
- Up to two (2) dedicated emails per year to Docomomo US/MN list promoting sponsor events or product announcements.
- Inclusion of sponsor-provided item in members-only SWAG bag/tote for Fall Home Tour.
- Six (6) complimentary tickets to Fall Home Tour.

$1,500 Annual Sponsor

- Logo and link on website sponsor page.
- Logo and link in footer of all email newsletters.
- Large logo banner placed at all events + table space for sponsor promo material.
- Inclusion of sponsor-provided item in members-only SWAG bag/tote for Fall Home Tour.
- Four (4) complimentary tickets to Fall Home Tour.

$700 Annual Digital Sponsor

- Logo and link on website sponsor page.
- Inclusion of sponsor-provided item in members-only SWAG bag/tote for Fall Home Tour.
- Two (2) complimentary ticket to Fall Home Tour.

About the *Fall Home Tour*

Docomomo US/MN is perhaps most well known for their annual fall home tour showcasing modern homes across the Twin Cities metro. The Fall Home Tour has existed for 15 years and continues to grow in interest and attendance.

Event Audience

Attendees have a high interest in design, architecture, modern real estate, and furnishings. Modern homeowner attendees find the tours inspirational. Modern furniture fans often leave the houses with new wish list items.

Participation at previous Fall Home Tours has reached 300 attendees. The Tour consistently brings in more than 200 people every year even when we get a little snow!

Fall Home Tour
Event Sponsorship Levels

$1,000 or more | Teak Event Sponsor

- Logo and link on event web page and Eventbrite listing.
- Logo on event signage.
- Half page full color ad in printed event program (typical 4.25" x 5.5")
- Table space for sponsor signage.
- Logo on members-only SWAG bag/tote. Ability to include sponsor-provided item.
- Four (4) complimentary tickets to the event. 25% Discount on additional passes.

$500 | Concrete Event Sponsor

- Logo and link on event web page and Eventbrite listing.
- Logo on event signage.
- Quarter page full color ad in printed event program (typical 2.25" x 5.5")
- Inclusion of sponsor-provided item in members-only SWAG bag/tote.
- One (1) complimentary tickets to the event. 25% Discount on additional passes.

$350 | Aluminum Event Sponsor

In-kind Material or Service Donation

- Logo and link on event web page and Eventbrite listing.
- Logo on event signage.
- One (1) complimentary tickets to the event. 25% Discount on additional passes.

All sponsors are responsible for promoting the event to their members/constituents via email and social media. Event graphics will be shared to sponsors, formatted for web and social media. Event Sponsorship commitments must be confirmed a minimum of 21 days before the event to be included in final marketing materials.

Secure your sponsorship today.

Annual Sponsors

$3,000 Sustaining Annual Sponsor
$1,500 Annual Sponsor
$700 Annual Digital Sponsor

Fall Home Tour Event Sponsors

$1,000 Teak Event Sponsor
$500 Concrete Event Sponsor
$350 Aluminum Event Sponsor (In-kind Material or Service Donation)

Step 1 Visit docomomo-us-mn.org/sponsor and fill out the ***Sponsorship Response Form*** to secure your sponsorship.

Step 2 Send payment via PayPal on the same Sponsor webpage. Prefer to pay by check? Make it out to Docomomo US/MN and mail to:
Docomomo US/MN, 850 Decatur Ave N, Golden Valley, MN 55427

Step 3 We will reach out to coordinate next steps in sharing the benefits of your sponsorship!

THANK YOU!

Sponsorship Committee
Peter Barile, Chair, Board Member
Ben Clasen, Chapter Vice President
Amy Van Gessel, Chapter President

For additional inquiries, please contact Peter Barile at docomomo.us.mn@gmail.com

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