



2024 Sponsorship Packages





Applied AI is the beacon of trust Minnesota relies on for Artificial Intelligence leadership.

As Minnesota's foremost resource for Artificial Intelligence leadership and chief advocate for Artificial Intelligence education, Applied AI leads and develops Minnesota's next generation of AI experts.

Through our meetups, conferences, newsletters, YouTube channel, podcast, and community groups, Applied AI goes beyond the hype to educate people of all backgrounds on the tools, processes, and applications needed to implement Artificial Intelligence solutions.

Applied AI is a rapidly growing community of Minnesota's most engaged Artificial Intelligence leaders and knowledge seekers who are actively shaping Minnesota's future.







Founders and executives, innovators and dreamers, newcomers and long-time practitioners; these are the people seeking Artificial Intelligence knowledge every day. This is the Applied AI community.

They're pioneers, change-makers, and influential thought leaders who trust Applied AI to deliver content that enables them to harness the power of Artificial Intelligence. Our community has been ardently grown over the years to encompass AI practitioners, enthusiasts, and leaders of all backgrounds - guaranteeing your organization will be known by the most all-inclusive AI community in Minnesota.

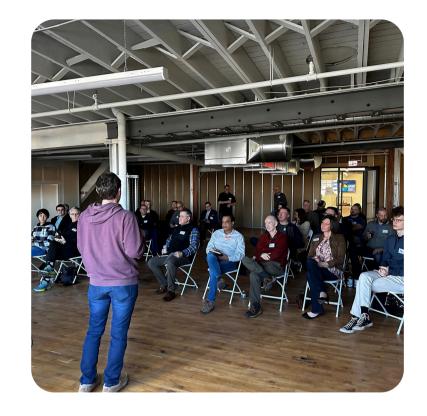
Organizations turn to Applied AI to be connected to Minnesota's Artificial Intelligence community, from senior directors and executives who implement AI solutions to burgeoning innovators and engineers hungry to solve real-world problems with novel AI applications.

Partnering with Applied AI puts your organization at the forefront of innovation.

Curiosity

It's the spark that ignites innovation and continuous learning, keeping us engaged and forward-thinking. Curiosity is what binds our community together.





Accessibility and approachability

We truly believe that everyone has the ability to be an Al expert, regardless of background - it's what drives Applied Al content to be free for the community.

Real world use cases. Every time.

We believe in going beyond the hype. That's why every single Applied AI event focuses on current, real-world applications that can be implemented immediately.





Community

Community building is at the core of everything we do. We unite Minnesota's Artificial Intelligence community to build a hub of collaboration and shape a future of innovation.

Your gateway to Minnesota's largest and most active Artificial Intelligence community.

17,000+

Podcast Downloads 5,000+

Community members across 5 platforms

1,500+

Followers on LinkedIn and YouTube

2x

Industry standard email campaign open rate

10%

Growth in community members month over month

27%

Growth in event RSVPs in 2024 compared to 2023



Signature Events

1st Thursday Meetups

Every month, every first Thursday. This series keeps you up to date with the most current Al advancements by highlighting rotating industries and topics.

Bi-Annual Conference

Every 6 months we deepen our exploration at our bi-annual conference with tracks dedicated to both business applications and technical deep dives.

Community Groups

Led by Applied AI, powered by the community. These monthly meetups are coalesced around the niche subject areas present within our community, such as business strategy.

Sponsor Packages

Yearly
Cost: \$15,000

- Sponsorship of all 1st Thursday Meetups
- Featured mentions in all monthly newsletters
- Sponsor messaging in all meetup descriptions
- Linked logo placement in event communications and on website
- Opportunity to distribute promotional materials at events
- Dedicated time to introduce organization at sponsored meetups

Weekly Newsletter

Cost: \$500

- Large banner in prominent section of newsletter with linked sponsor logo and branded messaging
- Ongoing visibility of sponsored issues through archived versions of the newsletter, always accessible by our community

Platinum

Cost: \$7,500

- Premier speaking spot in conference agenda
- Sponsor showcase table in main atrium
- Prominent linked logo placement on conference website
- Sponsor tagline in 20+ promotional social media posts
- Brand displayed on day-of event signage
- Opportunity to distribute promotional materials to conference attendees

Conference Sponsor Packages

Gold

Cost: \$5,000

- Sponsor showcase table in main atrium
- Prominent linked logo placement on conference website
- Sponsor tagline in 20+ promotional social media posts
- Brand displayed on day-of event signage
- Opportunity to distribute promotional materials to conference attendees

Silver Cost: \$2,500

- Prominent linked logo placement on conference website
- Sponsor tagline in 20+ promotional social media posts
- Brand displayed on day-of event signage
- Opportunity to distribute promotional materials to conference attendees

Thank you for your consideration

Your sponsorship supports our mission of developing Minnesota's next generation of AI experts.

To discuss sponsorship, please contact us at sponsorship@appliedai.mn

