



## 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 AI expert, regardless of background - it's what drives Applied AI 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 AI 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



# Conference Sponsor Packages

## 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

## 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](mailto:sponsorship@appliedai.mn)

