

MASA Enhances Benefits for Top Sponsors

Attention Sponsors and Business Affiliates! Now is the time to consider upgrading your MASA sponsorship level. MASA has enhanced its sponsorship program for 2007-08, offering more opportunities to connect with select groups of MASA members.

At a glance:

- New Member Welcome Packets offer Gold level sponsors and above new ways to get your message in front of Michigan's newest superintendents.
- Sponsors who have supported (or wish to support) *Courageous Journey*[™] events* at any level will want to seriously consider Platinum and Diamond level sponsorship.
- Once again, new and upgrading sponsors at any level will have a one-time opportunity to join new superintendents at a reception on September 25 during our New Superintendents' Pre-Conference at the Grand Traverse Resort.

Proposed sponsor enhancements for 2007-08:

Gold Level (\$4,000)

In addition to previous posted benefits:

- Recognition as a sponsor of MASA's "**Welcome Packet**" for all of Michigan's new superintendents (50-75 per year)
 - Corporate Logo/message on at least 2 pages of a 90-day daily calendar of tips sent to all new superintendents in Michigan (approximately 50-75 per year)
 - Corporate Logo will appear on packaging for a 90-minute CD sent to all new superintendents
 - Inclusion of a one-page document describing your company and its services to districts/administrators.

Platinum Level: (\$6,000)

- All the added **Gold level** enhancements, plus:
- Listed (with logo where appropriate) on the Courageous Journey* Web Site (<http://www.courageousjourney.org>), participant Web log (blog) and all promotional documents as a **Courageous Journey Supporting Friend**
- Logo will appear on signage as a co-sponsor at the Supporting Friend level for Courageous Journey training sessions.
- Co-sponsorship of **one** selected Courageous Journey lunch event with up to 2 non-competitors at **no additional cost** (includes signage and recognition on event materials plus **one** participation slot).
- Opportunity to co-sponsor additional CJ lunch, reception, or dinner events.

Diamond Level: (\$8,000)

- All the Gold level enhancements, plus:
- Listed (with logo where appropriate) on the Courageous Journey* Web Site (<http://www.courageousjourney.org>), participant Web log (blog) and all promotional documents as a **Courageous Journey Major Benefactor**
- Logo will appear on signage as a co-sponsor at the Major Benefactor level for Courageous Journey training sessions.
- Co-sponsorship (with up to 2 non-competitors) of **one** selected CJ lunch event and **one** reception or dinner event at **no additional cost** (includes signage and recognition on event materials plus **two** participation slots at co-sponsored events and **four** participation slots at solely sponsored events).
- **Priority** opportunity to co-sponsor additional CJ lunch, reception, and dinner events.

Leadership level: (\$10,000)

- All the Gold Level enhancements, plus
- Recognition as a **Courageous Journey Project Partner** with advisory input.
- Listed (with logo where appropriate) on the Courageous Journey* Web Site (<http://www.courageousjourney.org>), participant Web log (blog) and all promotional documents as a Courageous Journey Project Partner.
- Logo will appear on signage as a co-sponsor at the **Project Partner** level for Courageous Journey training sessions.
- Co-sponsorship (with up to 2 non-competitors) of **two** selected CJ lunch events, **one** reception, and **one** dinner event at **no additional cost**.
- **Priority** opportunity to sponsor additional CJ lunch, reception, and dinner events.

* *The Courageous Journey*[™] is a program developed by the Michigan Association of School Administrators that offers school leaders a hands-on, intensive three-year leadership development process. Four Courageous Journey cohorts meet 4 times per year (these events include evening dinner/reception/program events, training sessions, and lunch/speaker events), with the goal of extending basic administrative certification and allow participants to distinguish themselves as exemplars of professional practice in the superintendency.