

2007-08

**The Michigan Association of School Administrators
is pleased to offer this special level of sponsorship
that offers Business Affiliate Members the opportunity to participate
as a highly visible partner with MASA throughout the year.**

LEADERSHIP SPONSOR

\$10,000

Leadership Sponsors receive the following benefits:

- ❑ One year MASA membership (July 2007 thru June 2008) and ability to identify additional business affiliate members in MASA directory and database
- ❑ Acknowledgement in the MASA Leader newsletter and MASA membership directory
(Deadline to be included in the printed membership directory is mid August 2007)
- ❑ Recognition as *Plus* sponsor in the MASA Leader newsletter
- ❑ Highlighted once per year in the MASA Leader newsletter as “featured sponsor”
- ❑ Opportunity to submit educational articles to be published in MASA’s periodic newsletter to its school district and ISD members. Content must be provided in conjunction with MASA guidelines. MASA has the right to refuse any articles submitted
- ❑ Sponsorship of a signature event with special recognition during either the MASA fall 2007 or midwinter 2008 conference. MASA staff will work with the sponsor to determine a suitable event.
- ❑ Recognition during the Sponsor Recognition Reception at the MASA fall 2007 and midwinter 2008 conferences and ability to bring a reasonable number of company representatives to reception
- ❑ Name and logo displayed on presentation at Sponsor Recognition Reception
- ❑ Recognition on signage at the MASA fall 2007, midwinter 2008 conferences and all *Plus* events
- ❑ Name and logo on MASA website, which includes visibility on home page and on weekly legislative updates, and with link to sponsor web page
- ❑ Listing on the School Purchasing Pages, Michigan’s online directory for educational products and services
- ❑ *Plus* sponsorship benefits and recognition.

- ❑ Recognition from podium at selected *Plus* event, or name and logo on program or agenda where applicable
- ❑ Two complimentary registrations for MASA fall 2007 and midwinter 2008 conferences with admittance to luncheons and President's Reception
- ❑ Reserved table with preferred seating at conference recognition luncheons
- ❑ Selection priority for exhibit space during the MASA fall conference
- ❑ Representatives of organization will receive name badge ribb on signifying level of sponsorship at conferences they attend
- ❑ Acknowledgement in conference promotional materials and programs
- ❑ Opportunity to place materials, brochures and informational items on a shared table in registration area
 - *New* Recognition as a sponsor of MASA's **Welcome Packet** for all of Michigan's new superintendents (50-75 per year)
 - *New* Corporate logo/message on at least two pages of a 90 -day daily calendar of tips sent to all new superintendents in Michigan (approximately 50-75 per year)
 - *New* 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 serv ices in our New Superintendent's packet
 - *New* Recognition as a Courageous Journey Proje ct Partner with advisory input
 - *New* Listed (with logo where appropriate) on the Courageous Journey website, participant web log (blog) and all promotional documents as a **Courageous Journey Project Partner**
 - *New* Logo will appear on signage as a co-sponsor at the Project Partner level for Courageous Journey training sessions
 - *New* Co-sponsorship (with up to two non-competitors) of two selected Courageous Journey lunch event, one reception and one dinner event at no additional cost.
 - *New* Priority opportunity to co-sponsor additional Courageous Journey lunch, reception, and dinner events at 50% cost discount with up to one non-competitor (includes signage and recognition on event materials plus

two participation slots at co-sponsored events and four participation slots at solely sponsored events)

- ❑ Eligibility to purchase additional tickets to Sponsor Recognition reception
- ❑ Two sets of mailing labels (additional sets available at reduced costs)

*Plus Sponsorships include recognition at all of the following:

- ❑ Legislation Committee – Monthly meetings
- ❑ New Superintendent Conference – Sept. 25-26, 2007, Grand Traverse Resort, Acme, MI
- ❑ AASA Conference – Sponsorship of Michigan reception, Feb. 14-17, 2008, Tampa
- ❑ MASA New President's Installation – June 15, 2007

Michigan Association of School Administrators

DIAMOND SPONSOR

\$8,000

Diamond Sponsors receive the following benefits:

- ❑ One year MASA membership (July 2007 thru June 2008) and ability to identify additional business affiliate members in MASA directory and database
- ❑ Acknowledgement in the MASA Leader newsletter and MASA membership directory
(Deadline to be included in the printed membership directory is mid August 2007)
- ❑ Highlighted once per year in the MASA Leader newsletter as “featured sponsor”
- ❑ Opportunity to submit educational articles to be published in MASA’s periodic newsletter to its school district and ISD members. Content must be provided in conjunction with MASA guidelines. MASA has the right to refuse any articles submitted
- ❑ Name and logo on MASA website, which includes visibility on home page and on weekly legislative updates, and with link to sponsor website
- ❑ Listing on the School Purchasing Pages, Michigan’s online directory for educational products and services
- ❑ Recognition during the Sponsor Recognition Reception at the MASA fall 2007 and midwinter 2008 conferences and ability to bring a reasonable number of company representatives to reception
- ❑ Name and logo displayed on presentation at Sponsor Recognition Reception
- ❑ Recognition on signage at the MASA fall 2007 and midwinter 2008 conferences
- ❑ Reserved table with preferred seating at conference recognition luncheons
- ❑ Representatives of organization will receive name badge ribbons signifying level of sponsorship at conferences they attend
- ❑ Acknowledgement in conference promotional materials and program
- ❑ Two complimentary registrations for MASA fall 2007 and midwinter 2008 conferences with admittance to luncheons and Sponsor Recognition Reception
- ❑ Opportunity to place materials, brochures and informational items on a shared table in registration area

- ❑ Opportunity to participate in the fall conference Exhibit Show
- ❑ Recognition at one *Plus* event
 - *New* Recognition as a sponsor of MASA's **Welcome Packet** for all of Michigan's new superintendents (50-75 per year)
 - *New* Corporate logo/message on at least two pages of a 90 -day daily calendar of tips sent to all new superintendents in Michigan (approximately 50-75 per year)
 - *New* 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 in our New Superintendent's packet
 - *New* Listed (with logo where appropriate) on the Courageous Journey website, participant web log (blog) and all promotional documents as a Courageous Journey Major Benefactor
 - *New* Logo will appear on signage as a co-sponsor at the Major Benefactor level for Courageous Journey training sessions.
 - *New* Co-sponsorship (with up to two non-competitors) of one selected Courageous Journey 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)
 - *New* Priority opportunity to co-sponsor (with up to two non-competitors) additional Courageous Journey lunch, reception, and dinner events at 50% cost
- ❑ Eligibility to purchase additional tickets to Sponsor Recognition reception
- ❑ Two sets of mailing labels (additional sets available at reduced cost)

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PLATINUM SPONSOR

\$6,000

Platinum Sponsors receive the following benefits:

- ❑ One year MASA membership (July 2007 thru June 2008) and ability to identify additional business affiliate members in MASA directory and database
- ❑ Acknowledgement in the MASA Leader newsletter and MASA membership directory (Deadline to be included in the printed membership directory is mid August 2007)
- ❑ Highlighted once per year in the MASA Leader newsletter as “featured sponsor”
- ❑ Opportunity to submit educational articles to be published in MASA’s periodic newsletter to its school district and ISD members. Content must be provided in conjunction with MASA guidelines. MASA has the right to refuse any articles submitted
- ❑ Name and logo on MASA website which includes visibility on home page and on weekly legislative updates, with link to sponsor webpage
- ❑ Listing on the School Purchasing Pages, Michigan’s online directory for educational products and services
- ❑ One complimentary registration for MASA fall 2007 and midwinter 2008 conferences with admittance to luncheons and Sponsor Recognition Reception
- ❑ Recognition on signage at the MASA fall 2007 and midwinter 2008 conferences
- ❑ Representative of organization will receive name badge ribbon signifying level of sponsorship at conferences they attend
- ❑ Acknowledgement in conference promotional materials and program
- ❑ Opportunity to place materials, brochures and informational items on a shared table in registration area
- ❑ Opportunity to participate in the fall conference Exhibit Show
- ❑ Recognition as a President’s Reception Sponsor at the MASA fall 2007 and midwinter 2008 conferences and ability to bring a reasonable number of company representatives to reception
- ❑ Name and logo displayed on presentation at Sponsor Recognition Reception

- *New* Recognition as a sponsor of MASA's Welcome Packet for all of Michigan's new superintendents (50-75 per year)
 - *New* Corporate logo/message on at least two pages of a 90 -day daily calendar of tips sent to all new superintendents in Michigan (approximately 50-75 per year)
 - *New* 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 in our New Superintendent's packet
- *New* Listed (with logo where appropriate) on the Courageous Journey website, participant web log (blog) and all promotional documents as a Courageous Journey Supporting Friend
 - *New* Logo will appear on signage as a co-sponsor at the Supporting Friend level for Courageous Journey training sessions
 - *New* Co-sponsorship of one selected Courageous Journey lunch event with up to two non-competitors at no additional cost (includes signage and recognition on event materials plus one participation slot)
 - *New* Opportunity to co-sponsor (with up to two non-competitors) additional Courageous Lunch, reception or dinner events at 75% cost
- Eligibility to purchase additional tickets to Sponsor Recognition reception
- Two sets of mailing labels (additional sets available at reduced cost)

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GOLD SPONSOR

\$4,000

Gold Sponsors receive the following benefits:

- ❑ One year MASA membership (July 2007 thru June 2008) and ability to identify additional business affiliate members in MASA directory and database
- ❑ Acknowledgement in the MASA Leader newsletter and MASA membership directory
(Deadline to be included in the printed membership directory is mid August 2007)
- ❑ Highlighted once per year in the MASA Leader newsletter as “featured sponsor”
- ❑ Opportunity to submit educational articles to be published in MASA’s periodic newsletter to its school district and ISD members. Content must be provided in conjunction with MASA guidelines. MASA has the right to refuse any articles submitted
- ❑ Name on MASA website which includes visibility on home page and on weekly legislative updates, with link to sponsor webpage
- ❑ Listing on the School Purchasing Pages, Michigan’s online directory for educational products and services
- ❑ Recognition as a Refreshment Break Sponsor with signage at each break during the MASA fall 2007 and midwinter 2008 conferences
- ❑ One complimentary fall conference registration for MASA fall 2007 and midwinter 2008 conferences with admittance to retiree luncheon and Sponsor Recognition Reception
- ❑ Recognition on signage at the MASA fall 2007 and midwinter 2008 conferences
- ❑ Representative of organization will receive name badge ribbon signifying level of sponsorship at conferences they attend
- ❑ Acknowledgement in conference promotional materials and programs
- ❑ Opportunity to place materials, brochures and informational items on a shared table in registration area
- ❑ Opportunity to participate in the fall conference Exhibit Show
 - *New* Recognition as a sponsor of MASA’s **Welcome Packet** for all of Michigan’s new superintendents (50-75 per year)

- *New* Corporate logo/message on at least two pages of a 90 -day daily calendar of tips sent to all new superintendents in Michigan (approximately 50-75 per year)
 - *New* Corporate logo will appear on packaging for a 90 -minute CD sent to all new superintendents
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- ❑ Inclusion of a one-page document describing your company and its services in our New Superintendent's packet
 - ❑ Eligibility to purchase additional tickets to Sponsor Recognition reception
 - ❑ One set of mailing labels (additional sets available at reduced cost)

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SILVER SPONSOR
\$2,000

Silver Sponsors receive the following benefits:

- ❑ One year MASA membership (July 2007 thru June 2008) and ability to identify additional business affiliate members in MASA directory and database
- ❑ Acknowledgement in the MASA Leader newsletter and MASA membership directory (Deadline to be included in the printed membership directory is mid August 2007)
- ❑ Highlighted once per year in the MASA Leader as “featured sponsor”
- ❑ Opportunity to submit educational articles to be published in MASA’s periodic newsletter to its school district and ISD members. Content must be provided in conjunction with MASA guidelines. MASA has the right to refuse any articles submitted
- ❑ Name on MASA website which includes visibility on home page and on weekly legislative updates, with link to sponsor webpage
- ❑ One complimentary registration for MASA fall 2007 and midwinter 2008 conferences with admittance to retiree luncheon and President’s Reception
- ❑ Eligibility to purchase additional tickets to President’s Reception
- ❑ Recognition on signage at the MASA fall 2007 and midwinter 2008 conferences
- ❑ Representative of organization will receive name badge ribbon signifying level of sponsorship at conferences they attend
- ❑ Acknowledgement in conference promotional materials and programs
- ❑ Opportunity to place materials, brochures and informational items on a shared table in registration area
- ❑ Opportunity to participate in the fall conference Exhibit Show
- ❑ One set of mailing labels (additional sets available at reduced cost)

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PLUS* SPONSOR BENEFITS

\$500 each

or

\$1000 for all four events

Benefits of sponsorship:

- ❑ Recognition on signage at the event
- ❑ Recognition from podium at event
- ❑ Recognition in the MASA Leader newsletter
- ❑ Recognition as a Plus sponsor on MASA website
- ❑ Partnership Opportunities
- ❑ Business Affiliate Opportunities
- ❑ Opportunity to attend event (New Superintendent's Conference or President's Installation)

*Plus Sponsorships include recognition at one of the following:

- ❑ Legislation Committee – Monthly meetings
- ❑ New Superintendent Conference – Sept. 25-26, 2007, Grand Traverse Resort, Acme, MI
- ❑ AASA Conference – Sponsorship of Michigan reception, Feb. 14-17, 2008, Tampa
- ❑ MASA New President's Installation – June 15, 2007

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Partnership Opportunities

MASA Partners receive the following benefits:

- ❑ Listing on the School Purchasing Pages, Michigan's online directory for educational products and services
- ❑ A set of member mailing labels
- ❑ A link on the MASA web site with logo and description
- ❑ Use of a "partner of MASA" logo
- ❑ Opportunity to submit educational articles to be published in MASA's periodic newsletter to its school district and ISD members. Content must be provided in conjunction with MASA guidelines. MASA has the right to refuse any articles submitted
- ❑ Opportunity once per year to be a featured partner in the MASA Leader
- ❑ Opportunity to place promotion materials in the New Superintendents' Conference binder
- ❑ Opportunity to participate in the fall conference Exhibit Show

Requirements:

- ❑ Provide a valuable product or service to MASA members
- ❑ Provide MASA an opportunity for non-dues revenue
- ❑ Become a business affiliate of MASA

Partnership agreements with MASA are individually created to best fit the needs of the organization and of the Association.

For more information, please contact
Linda Wacyk at 517/327-9268 or lwacyk@gomasa.org.

Michigan Association of School Administrators MASA Business Affiliate Opportunities

MASA Business Affiliates receive the following benefits:

- ❑ A listing in (and copy of) the MASA Member Directory
- ❑ Invitations to all MASA conferences
- ❑ Opportunity to participate in the fall conference Exhibit Show
- ❑ Listing on the School Purchasing Pages, Michigan's online directory for educational products and services
- ❑ Subscription to MASA's semi-monthly newsletter, the MASA Leader
- ❑ Opportunity to submit informative articles for the MASA Leader
- ❑ Opportunity to purchase advertising in the MASA Directory & conference programs
- ❑ Opportunity to purchase member mailing labels