

2007- 08 MASA SPONSORSHIP PROGRAM

Benefits	Leadership \$10,000	Diamond \$8,000	Platinum \$6,000	Gold \$4,000	Silver \$2,000	Plus \$1,000	Business Affiliate \$463	Business Partnership
Sponsor a signature event with special recognition at MASA fall or midwinter conference	y							
Eligible to submit proposal for breakout session at fall and midwinter conference	y							
Selection priority for exhibit space during the MASA fall conference	y							
Opportunity to attend New Superintendents Pre-Conference	y					y		
*NEW Recognition as a Courageous Journey Project Partner with advisory input	y							
*NEW Listed (with logo where appropriate) on the Courageous Journey web site, participant web log (blog) and all promotional documents as a Courageous Journey Project Partner	y							
*NEW Logo will appear on signage as a co-sponsor at the Project Partner level for Courageous Journey training sessions	y							
*NEW Co-sponsorship (with up to two non-competitors) of two selected Courageous Journey lunch events, one reception, and one dinner event at no additional cost	y							
*NEW Priority opportunity to sponsor additional Courageous Journey lunch, reception, and dinner events (includes signage and recognition on event materials plus participation slots)	y							
Two complimentary registrations for MASA fall & midwinter conferences including luncheons & Sponsor Recognition Reception	y	y						
Reserved table with preferred seating at conference recognition luncheons	y	y						
*NEW Listed (with logo where appropriate) on the Courageous Journey Web Site, participant web blog and all promotional documents as a Courageous Journey Major Benefactor	y	y						
*NEW Logo will appear on signage as a co-sponsor at the Major Benefactor level for Courageous Journey training sessions	y	y						
*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)	y	y						
*NEW Priority opportunity to sponsor additional Courageous Journey lunch, reception, and dinner events	y	y						
Recognition as a President's Reception Sponsor at the Fall & Midwinter conferences	y	y	y					

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Name and logo displayed on presentation at President's Reception	y	y	y					
NEW Listed (with logo where appropriate) on the Courageous Journey Web Site, blog and all promotional documents as a Courageous Journey Supporting Friend	y	y	y					
*NEW Logo will appear on signage as a co-sponsor at the Supporting Friend Level for Courageous Journey training sessions	y	y	y					
*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)	y	y	y					
*NEW Opportunity to sponsor additional Courageous Journey lunch, reception, or dinner event	y	y	y					
*NEW Recognition as a sponsor of MASA's "Welcome Packet" for all of Michigan's new superintendents	y	y	y	y				
*NEW 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)	y	y	y	y				
*NEW Corporate Logo will appear on packaging for a 90-minute CD sent to all new superintendents	y	y	y	y				
*NEW Inclusion of a one-page document in New Supt's packet describing your company and its services to districts/administrators.	y	y	y	y		y		
Recognition on signage at the MASA Fall 2007, Midwinter 2008 conferences	y	y	y	y	y			
Highlighted in new section of <i>the MASA Leader</i> newsletter as "featured sponsor"	y	y	y	y	y			
Two sets mailing labels. Gold, Silver and Business Partnership one set	y	y	y	y	y			y
Eligible to purchase additional tickets to Sponsor Recognition Reception	y	y	y	y	y			
Representatives of organization will receive name badge ribbon at conference to signify level of sponsorship	y	y	y	y	y			
Opportunity to place materials on a shared table in conference registration area	y	y	y	y	y			
Acknowledgement in conference programs	y	y	y	y	y			
A link on the MASA web site with logo and description	y	y	y	y	y			y
Opportunity to submit educational articles to be published in MASA's periodic newsletter to its school district and ISD members	y	y	y	y	y			y

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Name & logo on MASA website which includes visibility on home page and on weekly legislative updates and with link to sponsor website	y	y	y	y	y			
Acknowledgement in <i>the MASA Leader</i> newsletter & MASA membership directory	y	y	y	y	y		y	
One year MASA membership and ability to identify additional business affiliate members in MASA directory and database	y	y	y	y	y		y	y
Subscription to MASA's semi-weekly newsletter, the <i>MASA Leader</i>	y	y	y	y	y		y	y
Opportunity to participate in the fall conference Exhibit Show	y	y	y	y	y		y	y
Invitations to all MASA conferences	y	y	y	y	y		y	y
School Purchasing Pages link and description	y	y	y	y	y		y	y
One complimentary registration for MASA fall & midwinter conferences including luncheons & Sponsor Recognition Reception			y	y	y			
Recognition as a Refreshment Break Sponsor with signage at each break during the MASA fall and midwinter conferences				y				
<i>Plus</i> sponsorship benefits and recognition	y					y		
Recognition on signage at <i>Plus</i> events	y					y		
Recognition from podium at selected <i>Plus</i> event, or name and logo on program or agenda where applicable	y					y		
Recognition as <i>Plus</i> sponsor in the <i>MASA Leader</i> newsletter	y					y		
Recognition as a <i>Plus</i> sponsor on MASA website						y		
Use of a "partner of MASA" logo								y
Opportunity once per year to be a featured partner in the <i>MASA Leader</i>								y
Opportunity to place promotion materials in the New Superintendent's Conference binder								y