

2017-18 Sponsorship Menu

INVESTMENT LEVELS & BENEFITS	PLATINUM (LIMITED TO ONE SPONSOR)	GOLD	SILVER	BRONZE
Annual Conference Keynote Speaker Sponsor	★ Exclusive Opportunity			
Annual Conference Dinner Sponsor	★ Exclusive Opportunity			
MSPRA Event Guest Speaker Sponsor (Annual or Drive-In events)		★ Limited to One Annual or Drive-In Opportunity per Sponsor		
Vendor Booth at Annual Conference	★ During entire conference	★ During entire conference	★ 1 Day (Day selected by MSPRA)	★ 1/2 Day (Day selected by MSPRA)
Complimentary Registration for Conference of Choice (Annual or Drive-In events)	★ 4 included	★ 3 included	★ 2 included	★ 1 included
Name Badge Identification at Annual Conference	Special Platinum name badge designation for all guests from company	Special Gold name badge designation for all guests from company	Special Silver name badge designation for all guests from company	Special Bronze name badge designation for all guests from your company
Access to Annual Conference Attendee List	★ Included with email addresses	★ Included with name listing only		
Advertisement in Conference Agendas (online or in print)	★ Logo Only	★ Logo Only	★ Logo Only	★ Logo Only
Spotlight in MSPRA Minute E-newsletter to MSPRA Members (600 words or less providing information or quick tips-no solicitations)	★ 3 MSPRA Minute Spotlights	★ 2 MSPRA Minute Spotlights	★ 1 MSPRA Minute Spotlight	
App Development (to be used during all professional development events for the year)	★ App would need to be developed and supported by sponsor for the year without obligation to continue to use app after sponsorship has expired			
MSPRA Website Recognition	★ Logo on website	★ Logo on website	★ Logo on website	★ Logo on website
Company Promotional Materials Distributed at Professional Development Events (up to the sponsor to get materials to MSPRA)	★ Included	★ Included	★ Included	★ Included
Total Investment:	\$5,750	\$3,000	\$1,500	\$750

All investment opportunities are offered on a first-come, first-serve basis by contacting MSPRA at msprboard@gmail.com. Full payment (along with the Sponsorship Contract) must be received by October 18, 2017 in order to confirm your sponsorship. If payment is not received by October 18, 2017, the opportunity will be awarded to another company. The sponsorship marketing benefits are also time-sensitive depending on contract signing, publication and event dates. The Fall Drive-In workshop is held in October each year. The Summer Drive-In workshop is held in June each year. Traditionally, MSPRA hosts its Annual Conference the second full week of March each year. MSPRA reserves the right to add and cancel professional development events throughout the year. Events are located throughout the state of Michigan to accommodate membership. No substitutions for sponsorship investment options are permitted. For questions, please contact Gerri Allen, MSPRA Executive Director, at msprboard@gmail.com.



The Michigan School Public Relations Association (MSPRA) is **the** statewide organization for school communicators. Membership ranges from communication professionals to administrative assistants (wearing a communication hat), to teachers, and even superintendents who assume the role of district communicator. Our job is to inform our community, business and parent stakeholders about what's happening in our schools and engage them in our efforts, as well as communicate with school staff. We are often in a position to recommend use of communication and technology tools to our audiences.

We offer several professional development opportunities throughout the year that are advertised to members and non-members, alike. Our conferences are smaller, emphasizing both networking and professional learning. Sponsors like the informality, access to participants, and the ability to interact as fellow professionals.

CONFERENCE SPONSOR AGREEMENT FORM

My company agrees to serve as a 2017-18 (October 1, 2017-September 30, 2018) MSPRA sponsor at the following investment level (circle one):

Platinum (\$5,750)

Gold (\$3,000)

Silver (\$1,500)

Bronze (\$ 750)

I understand that the following sponsorship information and investment fee must be submitted by **October 18, 2017** in order to secure my sponsorship level.

Company:	
Primary Contact:	
Address:	
Phone:	
Email:	
Signature:	
Date:	
Company Description:	
Sponsor name as it should appear in print:	

MSPRA reserves the right to refuse conference sponsorship from any company it deems objectionable or contrary to the Association's mission.

REQUIRED

Please e-mail completed form to:

Gerri Allen, MSPRA Executive Director, at mspraboard@gmail.com.

Payment should be sent to:

Michigan School Public Relations Association, Attn: Danielle Bach, 1001 Centennial Way, Suite 300, Lansing, MI 48917. Credit card payments can be accepted via phone by contacting Danielle Bach at (517) 327-2595.