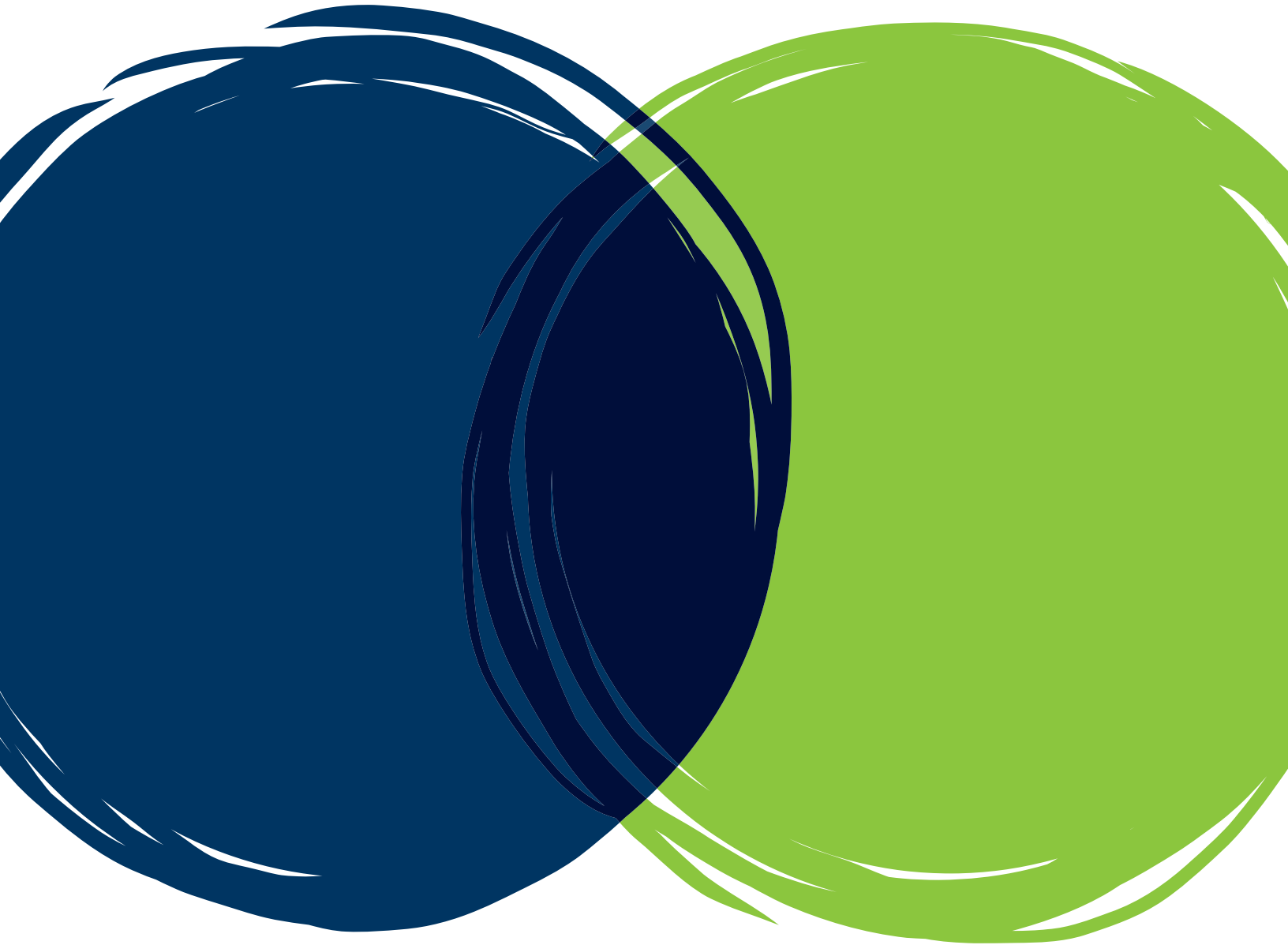


LET'S DO GREAT THINGS TOGETHER



2023-24 **STRATEGIC
PARTNERSHIP
PROGRAM**

© MASA

Thank you for your interest in becoming a Strategic Partner!

Thank you for your interest in being an MASA Strategic Partner. Your partnership gives you and your organization the opportunity to interact and connect with school district leaders from all over the state. The MASA team is excited to work with you over the next school year to give you the visibility and access to demonstrate your commitment to public education and key educators.

As you know firsthand, this is a critical time in public education with an ongoing educator shortage, important conversations around school safety and student and staff mental health, and so much more.

But we also believe that it is an opportunity for us all to rethink and reshape public education for Michigan's 1.5 million students moving forward. We're glad you'll be there every step of the way as we work to support our members.



Dr. Tina Kerr
Executive Director, MASA

Explanation of Partner Levels

There are five partnership levels available to support the programs and services of the Michigan Association of Superintendents & Administrators (MASA). Each partnership starts at the Bronze Level and elevates to higher levels by selecting additional options below. We limit the total number of partnerships to maximize the benefits each of our partner receives. Partnership agreements are available on a first-come, first-served basis and operate with a one-year (July 1-June 30) renewable contract.

+ Legacy Presidential Partner <i>(30+ years of partnership)</i>	\$20,000
+ Presidential Partner	\$20,000
+ Platinum Partner	\$15,000
Gold Partner	\$10,000
Silver Partner	\$6,000
Bronze Partner	\$1,500

Benefits Menu

Reminder: All benefits are on a first-come, first-served basis, due to limited quantities.

As a Strategic Partner you will have access to additional partner opportunities that are offered outside of the benefits menu. Some additional opportunities are listed in this document, while others will be communicated to you throughout the year as they become available. Preference is given by partnership level.

1.

Recognition

(Logo package required for Presidential and Platinum)

+ Logo Package.....	\$2,000
Premiere Logo Package	\$2,500
Premiere Name Package.....	\$500

Recognition Benefits Details

Presidential and Platinum partners are required to select a logo recognition package with their agreement, which includes the items below. Other levels may select the optional premiere name package.

- Listing on MASA Partners page (Name or Logo), which will link to Partner-provided information and external link to website
- Listing in the MASA directory
- Access to members-only content on MASA website
- Recognition during Fall & Midwinter Conferences
- Partner listing in scrolling display at Fall & Midwinter Conferences (Name or Logo)
- Acknowledgment with partner ribbon at Fall & Midwinter conferences



+ **Presidential and Platinum:**
Recognition with logo on MASA website homepage.

Premiere Level Recognition Package:

Social media posts/shares from the MASA social media accounts (Facebook, Twitter, and LinkedIn). Partners may send up to two posts per month.



2. Marketing

Content/article in weekly e-newsletter (24)	\$950 each
SOLD OUT Logo inclusion in Legislative Update header (4)	\$8,000 yr/\$2,000 qtr
Logo inclusion in Monday Memo header (4)	\$8,000 yr/\$2,000 qtr
Logo inclusion in MI Education Events Network header (4)	\$5,000 yr /\$1,500 qtr
Logo inclusion in Superintendent's Calendar (1).....	\$6,000
Ad space in Superintendent's Calendar (12).....	\$950/ad
Morning News subscription (1 included w/ partnership)	\$50
Website banner ad (10)	\$4,000

Marketing examples may be found at gomasa.org



Marketing Benefits Details

Content/article in weekly e-newsletter: This benefit includes one article posted on MASA website and shared in the Executive Director's weekly update to members. This email is sent every Monday (with a few exceptions for holidays and school breaks), to an audience of more than 1,000 people. *For the 2022-23 year, the average open rate was 60%.*

Logo inclusion in Legislative Update header: Logo placement with link to partner website in MASA's most-read publication, distributed weekly during the legislative session (35 issues per year). *For the 2022-23 year, this publication was sent to 1,000 people each week with an average open rate of 67%.*

Logo inclusion in Monday Memo header: Logo placement with link to partner website in MASA's weekly newsletter and one of the Association's most-read publications. This email is sent every Monday (with a few exceptions for holidays and school breaks), to an audience of more than 1,000 people. *For the 2022-23 year, the average open rate was 60%.*

Logo inclusion MI Education Events Network header: Logo placement with link to partner website in publication distributed weekly to 10,000+ educators in Michigan.

Logo inclusion in Superintendent's Calendar: Logo and blurb featured in each monthly publication for superintendents and district leaders with link to partner website. The calendar is sent via email each month along with a peek at the upcoming month's checklist items. *With an email list of more than 900 recipients, the average open rate of the monthly email was 58% for the 2022-23 school year.*

NEW! Ad space in Superintendent's Calendar: Place an ad in the Superintendent's Calendar. one ad per month, with one ad per partner. Ad will be placed in the calendar in the month of your choosing, and sent in the monthly Calendar email. *With an email list of more than 900 recipients, the average open rate of the monthly email was 58% for the 2022-23 school year.*

Morning News subscription: One subscription for the primary contact is included with partnership. Each additional email address is \$50.

Website banner ad: Exclusive placement giving your organization the attention of 3,000 Michigan educators, including 700 administrators. Ad placement consists of a horizontal image leaderboard banner. The footer leaderboard ad is included on all pages of the website, and the header leaderboard is on every page, except the homepage. Availability is limited – only 10 offered per year. *(Ad image size: 728px x 90px)*

3. GOLF OUTING – AUGUST 4, 2023 – Brookshire Inn & Golf Club

SOLD OUT

Hole w/table (7)	\$2,500
Hole w/sign (7)	\$750
Hole in one (1)	\$750
SOLD OUT Closest to the pin (1)	\$750
Longest drive (1)	\$750
Longest putt (1)	\$750
SOLD OUT Breakfast (1)	\$1,500
Lunch (1)	\$3,500
Banquet (1)	\$5,000
Drink cart (2)	\$3,000
Cart sponsorship (4)	\$3,000
Item for goodie bag	\$150

Limit one golf sponsorship per partner. Sponsorship of \$2,500 or more includes one team of four. Sponsorships under \$2,500 include one player to be paired with a team.

Hole sponsor (table): With table at sponsored hole (partner to supply table) and sign recognition.

Hole sponsor (sign): With sign recognition at sponsored hole.

Hole prizes: Provide two prizes for each selected sponsored prize hole (hole in one, closest to the pin, longest drive, longest putt). Partner will also receive sign recognition.

Breakfast/Lunch sponsor: Sign recognition.

Banquet sponsor: Three minutes of speaking time and sign recognition.

Item for goodie bag: Partner will provide item to place in cooler bags provided to each attendee. (item must be approved by MASA)

Drink cart sponsor: Provide one drink ticket per attendee, with signage on the drink cart and sign recognition.

Cart sponsor: Signage on one quarter of the carts at event.



"I HAD AN AWESOME TIME AT THE FIRST MASA GOLF OUTING. THANKS SO MUCH FOR PLANNING THIS! PLEASE SEND MY GRATITUDE TO ALL WHO WERE INVOLVED WITH PLANNING."
– MASA MEMBER

4. Signature Event

	Horizon Leadership Programs (45)	\$3,000
	New Superintendents Leadership Academy (16)	\$4,000
	Beyond Equity	\$3,000
SOLD OUT	Beyond Equity Breakfast	\$500
SOLD OUT	Beyond Equity Lunch	\$1,500
	Webinar (3)	\$2,500
	Aspiring Supt Bootcamp (10)	\$2,000
	Council lunch (6)	\$1,500
	Council water bottle/cup	\$3,000
SOLD OUT	Superintendent of the Year sponsor	\$5,000
	<i>(incl. \$1,000 scholarship) (Presidential & Platinum level only)</i>	
SOLD OUT	Women in Leadership Network & Conference sponsor (6) ...	\$3,000
SOLD OUT	WIL Dinner (2)	\$3,000
	WIL Welcome gifts	\$500
	Small and Rural Conference (5)	\$2,500
SOLD OUT	Small and Rural Dinner (2)	\$3,000
	Small and Rural Welcome gifts	\$500

DID YOU KNOW?

ADDING SIGNATURE
EVENTS TO YOUR
OVERALL PARTNERSHIP
PACKAGE COULD
INCREASE YOUR
PARTNERSHIP LEVEL
AND VISIBILITY.



Signature Event Benefit Details

Unless otherwise noted below, partners are only able to attend the lunch portion of a signature event. Due to the context of our programs, you are not able to attend the full event. We will do our best to accommodate preferred dates to speak at signature events that have more than one day available.

Horizon Leadership Programs: Opportunity to submit an RFP for one session of the Horizon Leadership program. Virtual and in-person cohorts are offered. Partners will receive sign recognition, and if RFP is selected, will receive 20-30 minutes to present to the group about the session's topic. Partners interested in presenting on Social Justice/Equity may submit RFPs for any session. RFPs will be accepted one month before each session. Partners can also choose to sponsor lunch for the in-person cohort at an additional cost. Contact Danielle Bach at danielle@gomasa.org for list of dates and topics. Visit gomasa.org/horizon to learn more.

New Superintendents Leadership Academy (NSLA): Opportunity to submit an RFP for one session of the New Superintendents Leadership Academy. Sponsorship of NSLA does not guarantee a presentation. Partners will receive sign recognition and can attend the opening reception where all attendees and partners will be in attendance. Limit to two partners per session. Visit gomasa.org/new-supt-leadership-academy/ to learn more about this program.

Beyond Equity: Partners engaged in work related to social justice and equity are encouraged to apply to submit an RFP for one of two sessions during Phase 3 of the Beyond Equity workshop. Partners will receive sign recognition, and if RFP is selected, will receive 20-30 minutes to present to the group. Partners can also choose to sponsor breakfast (add \$500) or lunch for the in-person Phase 3 session (add \$1,500). Visit gomasa.org/beyondequity/ to learn more about this program.

Signature Event Benefit Details *(Continued)*

Webinar: Opportunity to submit an RFP to present a one-hour webinar.

NEW! Aspiring Supt Bootcamp: Opportunity to submit an RFP for the Aspiring Superintendent Bootcamp. Sponsorship of ASB does not guarantee a presentation. Partners will receive sign recognition and can attend the reception/dinner where all attendees and partners will be in attendance. Partners can also choose to sponsor breakfast (add \$1,500) or lunch (\$2,000) or dinner (\$3,000).

Council lunch: Provide print materials and a two-minute video to be given/shown during the lunch break.

Council water bottle/cup: Logo will be printed on reusable water bottles/cups provided to participants of meetings held during the school year at the MASA office for use during the event and to take home.

Superintendent of the Year (SOY): Name recognition on all materials, two minutes to speak to attendees at the Midwinter Conference and present the Superintendent of the Year award at the event. A portion of the benefit total (\$1,000) will be awarded as a scholarship to a student in the SOY's district.
(This option is only available to Presidential and Platinum Partners.)

Women in Leadership Network & Conference:

One complimentary registration and a table at the event (partners are able to attend the full event). Partnership also includes logo recognition on the WLN page and marketing materials.

April 10-11, 2024 Park Place Hotel, Traverse City

- Dinner sponsors (\$3,000) will receive five minutes to speak at the dinner
- Welcome gift sponsors (\$500) will supply items to be included (MASA approval)

Small & Rural Conference: One complimentary registration and a table at the event (partners are able to attend the full event). Partnership also includes logo recognition on event page and marketing materials.

November 20-21, 2023, Inn at Bay Harbor, Bay Harbor

- Dinner sponsors (\$3,000) will receive five minutes to speak at the dinner
- Welcome gift sponsors (\$500) will supply items to be included (MASA approval)

"THE STRUCTURE AND CONTENT WAS CURATED SO WELL THAT THE ENTIRE EXPERIENCE WAS FANTASTIC. IT BUILT UPON EACH PIECE IN A THOUGHTFUL AND COMPELLING WAY. THE COACHING WAS THE EXCLAMATION POINT TO IT ALL."

— 2023 ASPIRING SUPERINTENDENT BOOTCAMP PARTICIPANT



5. Fall Conference – September 20-22, 2023

Partner Conference registration (each)	\$550
Welcome gifts distributed to participants	\$2,000
Welcome reception	\$2,500
Partner video ad (2)	\$2,500
SOLD OUT New Superintendents Networking Reception (2)	\$3,000
Council Dinner (2)	\$6,000
SOLD OUT President's Reception (2, Pres-level only)	\$5,000
Leaders in Education Networking Reception (LENR)	\$2,500
Ad in daily conference recap email (4)	\$950
SOLD OUT Fall Partner Showcase (39)	\$2,500
Gourmet Coffee Sponsor (4)	\$1,500



Fall Conference Benefits Additional Details

Welcome gifts: Provide a welcome gift (approved by MASA) to be distributed at the event check-in area.

Welcome reception: Includes signage, boxed lunches for the participants and two registrations for the conference. Partner can also attend the reception.

Partner video ad: Record a two-minute video commercial to play during the event. Partner is responsible for recording the ad.

New Superintendents Networking Reception: Up to five minutes to address attendees. Partnership also includes sign recognition and three complimentary registrations for the reception.

Council dinner: Up to five minutes to address the MASA Council* at the dinner. Partnership also includes sign recognition and three invitations to attend the dinner.

**Council is made up of three Region Representatives from 10 regions, three Standing Committee Chairs, and seven MASA Executive Board Members.*

President's Reception: Sponsor the entertainment at the President's Reception. Partnership also includes sign recognition and invitation for three individuals to attend. *(This option is available for Presidential partners only.)*

Leaders in Education Networking Reception: Logo recognition, napkins* with logo placement, and all attendees from partner organization are invited to attend.

**Product is purchased and provided by partner. MASA contacts partner regarding where/when product is needed (provided/seen by all attendees).*

Ad in Daily conference newsletter: Ad placement in daily conference newsletter email. One banner ad per issue, and one sidebar ad per issue available with four ads total available.

Fall Partner Showcase: Ten-foot booth, specified interaction time with participants, and two complimentary partner conference registrations. Interactive booths with games and prizes are strongly encouraged. There are a total of 39 booths available with 26 booths outside of the general session, and 13 near event registration. All booths and locations are first-come, first-served.

Gourmet Coffee Sponsor: Provide a ticket for conference attendees to have a beverage in the resort's coffee shop (Marketplace). Sponsorship includes logo on the beverage ticket.

6. Midwinter Conference – January 24-26, 2024

Partner Conference registration (each)	\$550
Welcome gifts distributed to participants	\$2,000
Welcome reception	\$2,500
SOLD OUT Table in conference reg. area on Wed/Thurs (6)	\$2,500
Council Dinner (2)	\$6,000
Partner video ad (2)	\$2,500
President's Reception (2, Pres level only)	\$5,000
SOLD OUT Game Night	\$2,500
Ad in daily conference recap email (4)	\$950



Midwinter Conference Benefits Additional Details

Welcome gifts: Provide a welcome gift (approved by MASA) to be distributed at the event check-in area.

Welcome reception: Includes signage, boxed lunches for the participants and two registrations for the conference. Partner can also attend the reception.

Table: One 8-foot table in the conference registration area (near Learning Session rooms) on Wednesday and Thursday of the conference, and two complimentary partner registrations.

Council dinner: Up to five minutes to address the MASA Council* at the dinner. Partnership also includes sign recognition and three invitations to attend the dinner.

**Council is made up of three Region Representatives from 10 regions, three Standing Committee Chairs, and seven MASA Executive Board Members.*

Partner video ad: Record a two-minute video commercial to play during the event. Partner is responsible for recording the ad.

President's Reception: Sponsor the entertainment at the President's Reception. Partnership also includes sign recognition and invitation for three individuals to attend. (This option is available for Presidential partners only.)

Game Night: Sponsor a game table where conference attendees can join representatives from your team during play. Game options will be released closer to the event.

Ad in Daily conference newsletter: Ad placement in daily conference newsletter email. One banner ad per issue, and one sidebar ad per issue available with four ads total available.

7. ADDITIONAL OPPORTUNITIES

Please note the below benefits/costs are in addition to your partnership level minimum and not included in it.

SIGNATURE EVENT

Horizon Leadership scholarship \$1,000
MI Ed Events Network event placement \$250/ad

Horizon Leadership scholarship: Provide a partial scholarship to a participant in the program. Partner receives access to contact information for the recipient and receive recognition during Horizon Leadership programming for providing a scholarship to a participant.

MI Ed Events Network event placement: Placement of an upcoming event and link to more information/to register in newsletter distributed weekly to 10,000+ educators in Michigan. This is an add-on to an existing partnership agreement. Cannot be used to reach minimum partnership level amount. \$250 per event placement (e.g. \$250/week event runs in MIEEN).



FALL CONFERENCE

Student scholarship for school district \$1,000
Participant scholarship..... \$550

Student scholarship for school district: Attendees at the Fall Conference will have an opportunity to put their name in a drawing to win a student scholarship. Partner providing the scholarship, will be recognized and able to present the check to winning school district.

Participant scholarship: Partner pays for registration for a participant from a district facing financial hardship.

MIDWINTER CONFERENCE

Student scholarship for school district \$1,000
Participant scholarship..... \$550

Student scholarship for school district: Attendees at the Midwinter Conference will have an opportunity to put their name in a drawing to win a student scholarship. Partner providing the scholarship, will be recognized and able to present the check to winning school district.

Participant scholarship: Partner pays for registration for a participant from a district facing financial hardship.

THANK YOU 2022-23 PARTNERS

LEGACY PRESIDENTIAL



PRESIDENTIAL



PLATINUM



GOLD

Cognia
Eidex
French Associates, Inc
Gallagher

Kingscott
Navigate360
NWEA
Stifel, Nicolaus & Company

Subject
TMP Architecture
Thrun Law Firm, P.C.
Wightman

SILVER

Barton Malow
CENTEGIX
The Christman Company
Clark Construction

Energy Systems Group
GMB Architecture + Engineering
Graduation Alliance
Michigan Cares

Milk Means More
Munetrix
Newsela
PFM Financial
Raymond James

SAS Institute, Inc.
The Skillman Corporation
SFE
Starr Commonwealth

BRONZE

ABM Building Solutions, LLC
Agile Mind
Amazon.com Services LLC
Ameresco, Inc
Anatomage
Apptegy
ATAP Comprehensive
C2AE
Carnegie Learning INC
College Strategy
Communications by Design
Compass Group/Chartwells K12
Construction Simplified
Curriculum Associates
CSM group
Dean Transportation

Education Elements
Equal Opportunity Schools
Fanning Howey
Fielding International
Forefront Campus Services
Gaggle
Galapagos Marketing
Graduation Solutions
GRBS
Houghton Mifflin Harcourt
Huntington Capital Markets
Integrated Designs
iTutor.com
The Lockout Company
The Milo Project

McCarthy & Smith, Inc
Metropolitan Detroit Bureau of
School Studies
Miller-Davis Company
NAF
Northland Securities
National Insurance Services
Nightlock Lockdown
Owen-Ames-Kimball Co
Pearson
Plante Moran, PLLC
The Princeton Review & Tutor.com
The ROCK Center for Youth
Development & Discover You
Rockford Construction

Secure Education Consultants
Sibme
Stantec Architecture
STEMscopes
t2 designs
THA Architects Engineers
TowerPinkster
Trane
Van Andel Institute
Varsity Tutors for Schools
VitalSigns Wall of Fame
Wayfinder
Wayne State University
WTA
Raptor Technologies



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