



— 2024-25 —

STRATEGIC PARTNERSHIP PROGRAM

**FORGING PATHWAYS TO SUCCESS:
PARTNER WITH US TO SUPPORT
SUPERINTENDENTS & ADMINISTRATORS**



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THANK YOU FOR YOUR INTEREST IN BECOMING A 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 supporting public education and key educators.

As you know, it is a pivotal time in public education as schools are facing a critical shortage of educators, along with necessary conversations around school safety, student and staff mental health, and so much more.

However, this is a unique opportunity to reimagine 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.

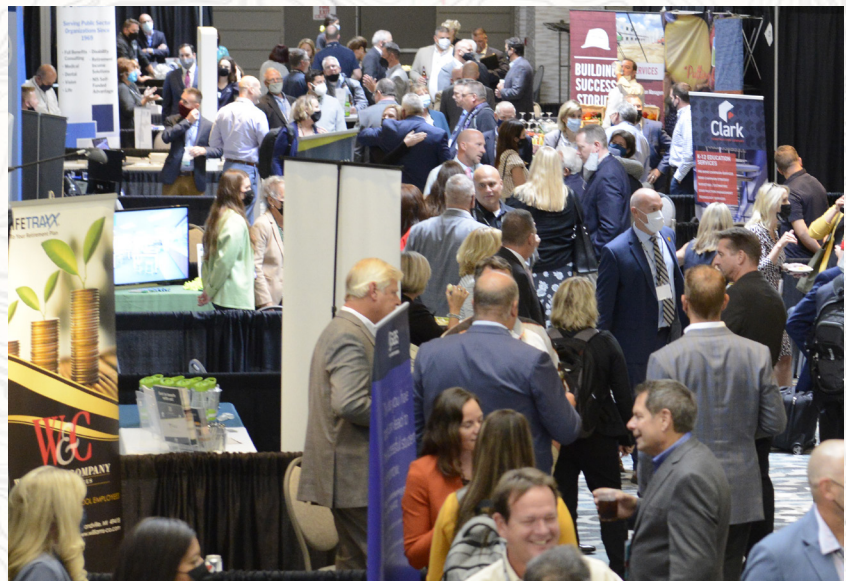


Dr. Tina Kerr
Executive Director, MASA

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EXPLANATION OF PARTNERSHIP LEVELS

There are five Partnership Levels available to support the programs and services of the Michigan Association of Superintendents & Administrators (MASA). All partnerships begin at the Bronze Level and elevate to higher levels as additional options are selected from the Benefit Menu. We limit the total number of partnerships in order to maximize the benefits each of our partners receive. Partnership agreements are available on a first-come, first-served basis and operate on a one-year contract (July 1-June 30).



LOGO PACKAGE LEVELS

▶	Legacy Presidential Partner (30+ years of partnership)	\$20,000
▶	Presidential Partner	\$20,000
▶	Platinum Partner	\$15,000
	Gold Partner	\$10,000
	Silver Partner	\$6,000
	Bronze Partner	\$2,000



BENEFIT MENU

Reminder: Due to limited quantities, all benefits are on a first-come, first-served basis. As a Strategic Partner you will have access to additional partner opportunities that are offered outside of the benefit menu. Some additional opportunities are listed in this document, while others will be communicated throughout the year as they become available. Preference is given based on partnership level.

SEVEN PARTNERSHIP BENEFIT SECTIONS

1. RECOGNITION
2. MARKETING
3. GOLF OUTING
4. SIGNATURE EVENTS
5. FALL CONFERENCE
6. MIDWINTER CONFERENCE
7. ADDITIONAL OPPORTUNITIES

1. RECOGNITION *(Logo package required for Presidential and Platinum)*

▶ Logo Package	\$2,500
Premier Logo Package	\$3,000
Premier Name Package	\$500

RECOGNITION BENEFIT 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 Premier Name Package.

1. Listing on MASA Partners page (Name or Logo), which will link to Partner-provided information and external link to website
2. Listing in the MASA directory
3. Access to members-only content on MASA website
4. Recognition during Fall & Midwinter Conferences
5. Partner listing in scrolling display at Fall & Midwinter Conferences (Name or Logo)
6. Acknowledgment with partner ribbon at Fall & Midwinter Conferences
7. MASA Morning News subscription (one for primary contact)



▶ **PRESIDENTIAL AND PLATINUM:**

Recognition with logo on MASA website.

PREMIER LOGO/NAME 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



SOLD OUT

SOLD OUT

Content/Article in Monday Memo (24).....	\$950 each
Logo Inclusion in Monday Memo Header (4)	\$8,000 yr/\$2,000 qtr
Logo Inclusion in Legislative Update Header (4)	\$8,000 yr/\$2,000 qtr
Logo Inclusion in Superintendent's Calendar (1).....	\$6,000
Ad Space in Superintendent's Calendar (12).....	\$950/ad
Logo Inclusion in MI Education Events Network Header (4)	\$5,000 yr /\$1,500 qtr
Morning News Subscription (1 included with partnership)...	\$50
Website Banner Ad (10)	\$4,000

MARKETING BENEFIT DETAILS

Content/Article in Monday Memo:

This benefit includes an article posted on the MASA website and shared in MASA's weekly newsletter 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 2023-24 year, the average open rate was 68%.)

Logo Inclusion in Monday Memo Header:

Logo placement with link to partner website in MASA's weekly newsletter 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 2023-24 year, the average open rate was 68%.)

Logo Inclusion in Legislative Update Header:

Logo placement with link to partner website in MASA's most-read publication, distributed weekly to an audience of more than 1,000 people during the legislative session (~35 issues per year). (For the 2023-24 year, the average open rate was 70%)

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 to an audience of more than 900 people. (The average open rate of the monthly email was 67% for the 2023-24 school year.)

Ad Space in Superintendent's Calendar:

Ad placement 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 to more than 900 recipients. (The average open rate of the monthly email was 67% for the 2023-24 school year.)

Logo Inclusion MI Education Events Network Header:

Logo placement with link to partner website in publication regularly distributed to 10,000+ educators in Michigan.

Morning News Subscription:

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

Website Banner Ad:

Exclusive ad 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. (Ad image size: 728px x 90px)

Marketing examples
may be found at
gomasa.org



3. GOLF OUTING



August 2, 2024 Royal Scot Golf



Hole Sponsor (Table) (6)	\$2,500
Hole Sponsor (Sign) (5)	\$750
Hole in One (1)	\$750
Closest to the Pin (1)	\$750
Longest Drive (1)	\$750
Longest Putt (1)	\$750
SOLD OUT Breakfast Sponsor (1)	\$1,500
SOLD OUT Lunch Sponsor (1)	\$3,500
Banquet Sponsor (1)	\$5,000
SOLD OUT Drink Cart Sponsor (2)	\$3,000
Cart Sponsor (4)	\$3,000
Item for Goodie Bag	\$150

GOLF OUTING BENEFIT DETAILS

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.

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.

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



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.

4. SIGNATURE EVENTS



SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

Horizon Leadership Program (HLA) (45)	\$3,000
New Superintendents Leadership Academy (NSLA) (16).....	\$4,000
Beyond Equity (B.E.)	\$3,000
Beyond Equity Breakfast	\$500
Beyond Equity Lunch	\$2,000
Aspiring Supt Bootcamp (10).....	\$2,000
Superintendent of the Year (SOY).....	\$5,000
<i>(incl. \$1,000 scholarship) (Presidential & Platinum level only)</i>	
Women in Leadership (WIL) Conference (6)	\$3,000
WIL Dinner (2)	\$6,000
WIL Lunch (2) (does not include table at event)	\$2,000
WIL Welcome Gifts*.....	\$500
Small & Rural Conference (5)	\$2,500
Small & Rural Dinner (2).....	\$3,000
Small & Rural Lunch (2) (does not include table at event).....	\$2,000
Small & Rural Welcome Gifts*	\$500
Council Lunch (6).....	\$1,500
Council Water Bottle/Cup	\$3,000
Webinar (3)	\$2,500

**does not include complimentary registration*

Unlock the Power of Partnership!

SIGNATURE EVENT BENEFIT DETAILS

Unless otherwise noted below, partners are invited to attend the lunch portion only. Due to the context of our programs, partners are not invited to attend the full event. We will make every effort to accommodate preferred speaking dates for signature events that offer multiple available days.

Horizon Leadership Program (HLA): 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 (B.E.): 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 \$2,000). Visit gomasa.org/beyondequity to learn more about this program.



Engaging with MASA members has been incredibly rewarding, contributing to our success while fostering lasting relationships.



SIGNATURE EVENT BENEFIT DETAILS (Continued)

Aspiring Supt Bootcamp:

Opportunity to submit an RFP for the Aspiring Superintendent Bootcamp.

February 27-28, 2025

Sponsorship of Bootcamp does not guarantee a presentation. Partners will receive 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), lunch (\$2,000), or dinner (\$6,000).

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 (WIL) 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 event page and marketing materials.

April 2025 – details to come

Dinner sponsors (\$6,000) 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 25-26, 2024

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).

Council Lunch:

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

Council Water Bottle/Cup:

Logo 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.

Webinar: Opportunity to submit an RFP to present a one-hour webinar. Danielle Bach at danielle@gomasa.org for information.



5. FALL CONFERENCE



SOLD OUT

SOLD OUT

Welcome Gifts.....	\$2,000
Welcome Reception.....	\$2,500
Video Ad (4)	\$2,500
New Superintendents Networking Reception (3)	\$3,000
Gourmet Coffee Sponsor (4)	\$1,500
President's Reception (2).....	\$5,000
<i>(Presidential & Platinum level only)</i>	
Leaders in Education Networking Reception (incl. 2 registrations)..	\$2,500
Ad in Daily Conference Newsletter Email (4).....	\$950
Fall Partner Showcase (39).....	\$2,500
Partner Conference Registration	\$550 each

September 18-20, 2024

FALL CONFERENCE BENEFIT 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.

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.

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.

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.

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 basis.

Examples can be found at gomasa.org



6. MIDWINTER CONFERENCE



**January
15-17, 2025**

Welcome Gifts	\$2,000
Welcome Reception	\$2,500
Table (6)	\$2,500
Council Reception (2)	\$6,000
Video Ad (4)	\$2,500
President's Reception (2)	\$5,000
<i>(Presidential & Platinum level only)</i>	
Game Night (includes two registrations)	\$2,500
Ad in Daily Conference Recap Email (4)	\$950
Partner Conference Registration	\$550 each

MIDWINTER CONFERENCE BENEFIT 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 Reception: Up to five minutes to address the MASA Council* at the reception. Partnership also includes sign recognition and three invitations to attend the reception.

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

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.

7. ADDITIONAL OPPORTUNITIES

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

SIGNATURE EVENT



Horizon Leadership Academy Scholarship	\$1,000
MI Ed Events Network Event Placement	\$250/ad

Horizon Leadership Academy Scholarship: Offer a partial scholarship to a program participant. Partners gain access to the recipient's contact information and receive recognition during Horizon Leadership Academy programming for their scholarship contribution.

MI Ed Events Network Event Placement: Placement of an upcoming event and link to more information/to register in newsletter distributed regularly to 10,000+ educators in Michigan. (\$250 per one-time ad placement).

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 2023-24 PARTNERS!

LEGACY PRESIDENTIAL



PRESIDENTIAL



PLATINUM



GOLD

Fanning Howey
Gallagher
Meteor Education, LLC

Navigate360
Pearson Assessment
Starr Commonwealth

Stifel, Nicolaus & Company, Inc.
Thrun Law Firm, P.C.
TMP Architecture, Inc.
Trane

SILVER

ACAP
Apptegy
Barton Malow Company
Clark Construction Company
Edmentum
Energy Systems Group, LLC

French Associates, Inc.
GMB Architecture + Engineering
Graduation Alliance
Michigan Virtual
Munetrix

NWEA
PFM Financial Advisors LLC
Raymond James Financial, Inc.
SAS Institute, Inc
SFE-Southwest Foodservice

Subject
The Christman Company
The Skillman Corporation
TowerPinkster
Wightman and Associates, Inc

BRONZE

ABM Business Solutions
Agile Mind, Inc.
Amazon Business for Education
Ameresco
American Fidelity
Amplify
Audio Enhancement
AVID
BookNook
C2AE
Carnegie Learning, Inc.
CBD Communications by Design
Cengage Learning
Center for Digital Curricula, U of M
Centric Learning
Champions Before and After School Programs
Clayful
Compass Group/Chartwells K-12
Creative Learning Systems
Curriculum Associates

D2L
Dean Transportation
EAB
Effective School Solutions
EmpowerU
ESS
Fielding International
Gaggle
Graduation Solutions
Granger Construction Company
GRBS, Inc.
Great Lakes Furniture Supply, Inc.
Headstream Technologies
Hope Network's Michigan Education Corps
Huntington Capital Markets
Informed K12
Junior Achievement
Kelly Education
Life Raft
Lighthouse Energy Consortium

LinkIt!
Littera Education
Lockout USD
McCarthy & Smith, Inc.
Metropolitan Detroit Bureau of School Studies
Michigan Association of Special Education
Michigan Department of Treasury
Miller-Davis Company
National Insurance Services
New Tech Network
Nightlock Lockdown
Northland Securities, Inc.
OneGoal
Owen-Ames-Kimball Co.
Perspectives Consulting Group, Inc
Plante Moran
REMC Association of Michigan
Right At School
Rockford Construction
Safety-In Emergency - Simulalert

Scholarus Learning
SchoolStatus
Secure Environment Consultants
SeyferthPR
SitelogIQ
SSOE Group
Stantec Architecture
Studer Education
TeachLink, LLC
The Nutrition Group
Total Security Solutions
Van Andel Institute
Varsity Tutors for Schools
Veregy
Veridus Group Inc.
VitalSigns Wall of Fame
Western Governors University
World Savvy
WTA Architects
Zebra K9

STRATEGIC 2024-25 PARTNERSHIP PROGRAM

APPLICATION FORM

Please complete the Strategic Partnership Application Form. Select the benefits that are most important to your company from the Benefit Menu. Once completed, return to Danielle Bach via email danielle@gomasa.org or via mail (1001 Centennial Way, Suite 300, Lansing, MI 48917). **As a reminder, all benefits are on a first-come, first-served basis.** If you have selected a benefit that is no longer available, MASA will contact you for your next selection.

COMPANY INFORMATION

Name of Company: _____

Office Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Website Address: _____

Education Industry Category (construction, safety, etc.): _____

Logo & Profile: Please submit a 50-word company profile (Word Doc, PDF) and High Resolution Logo (EPS, AI, SVG File preferred) to pmarrah@gomasa.org. Please be sure to include this information, as it may be published on partner recognition items.

COMPANY CONTACTS

Primary Contact: The Primary Contact will receive one *MASA Morning News* subscription that is included with every partnership.

Name: _____

Title: _____

Email: _____

Work Phone: _____ Cell Phone: _____

Marketing Contact

Name: _____

Title: _____

Email: _____

Work Phone: _____ Cell Phone: _____

STRATEGIC PARTNERSHIP LEVEL

All partnerships **begin at the Bronze Level** and elevate to higher levels as additional options are selected from the Benefit Menu (**Sections 1-6**). Partnership levels are determined by the total amount invested..

LEVEL SELECTION

- Presidential Partner** \$20,000
- Platinum Partner** \$15,000
- Gold Partner** \$10,000
- Silver Partner** \$6,000
- Bronze Partner** \$2,000

BENEFIT MENU SELECTIONS

1. RECOGNITION (▲ Logo package required for Presidential and Platinum Levels)

<input checked="" type="checkbox"/> Strategic Partner (Required for all partnerships and starts you at Bronze Level)	\$2,000
▲ <input type="checkbox"/> Logo Package	\$2,500
<input type="checkbox"/> Premier Logo Package	\$3,000
<input type="checkbox"/> Premier Name Package	\$500

2. MARKETING

<input type="checkbox"/> Content/Article in Monday Memo (24)	\$950 each
<i>Please indicate preferred month for article placement _____ month/s</i>	

SOLD OUT <input type="checkbox"/> Logo Inclusion in Monday Memo Header (4)	\$8,000 yr/\$2,000 qtr
SOLD OUT <input type="checkbox"/> Logo Inclusion in Legislative Update Header (4)	\$8,000 yr/\$2,000 qtr
<input type="checkbox"/> Logo Inclusion in Superintendent's Calendar (1)	\$6,000
<input type="checkbox"/> Ad Space in Superintendent's Calendar (12)	\$950/ad
<input type="checkbox"/> Logo Inclusion in MI Education Events Network Header (4)	\$5,000 yr /\$1,500 qtr
<input type="checkbox"/> Morning News Subscription (one included with partnership)	\$50
<input type="checkbox"/> Website Banner Ad (10)	\$4,000

3. GOLF OUTING

<input type="checkbox"/> Hole Sponsor (Table) (6)	\$2,500
<input type="checkbox"/> Hole Sponsor (Sign) (5)	\$750
<input type="checkbox"/> Hole in One (1)	\$750
<input type="checkbox"/> Closest to the Pin (1)	\$750
<input type="checkbox"/> Longest Drive (1)	\$750
<input type="checkbox"/> Longest Putt (1)	\$750
SOLD OUT <input type="checkbox"/> Breakfast Sponsor (1)	\$1,500
SOLD OUT <input type="checkbox"/> Lunch Sponsor (1)	\$3,500
<input type="checkbox"/> Banquet Sponsor (1)	\$5,000
SOLD OUT <input type="checkbox"/> Drink Cart Sponsor (2)	\$3,000
<input type="checkbox"/> Cart Sponsor (4)	\$3,000
<input type="checkbox"/> Item for Goodie Bag	\$150

4. SIGNATURE EVENT

<input type="checkbox"/> Horizon Leadership Program (HLA) (45)	\$3,000
<input type="checkbox"/> New Superintendents Leadership Academy (NSLA) (16)	\$4,000
<input type="checkbox"/> Beyond Equity (B.E.)	\$3,000
<input type="checkbox"/> Beyond Equity Breakfast	\$500
<input type="checkbox"/> Beyond Equity Lunch	\$2,000
<input type="checkbox"/> Aspiring Supt Bootcamp (10)	\$2,000
SOLD OUT <input type="checkbox"/> Superintendent of the Year (SOY)	\$5,000
<i>(incl. \$1,000 scholarship) (Presidential & Platinum level only)</i>	
SOLD OUT <input type="checkbox"/> Women in Leadership (WIL) Conference (6)	\$3,000
SOLD OUT <input type="checkbox"/> WIL Dinner (2)	\$6,000
SOLD OUT <input type="checkbox"/> WIL Lunch (2)	\$2,000
<input type="checkbox"/> WIL Welcome Gifts	\$500
SOLD OUT <input type="checkbox"/> Small & Rural Conference (5)	\$2,500
SOLD OUT <input type="checkbox"/> Small & Rural Dinner (2)	\$3,000
<input type="checkbox"/> Small & Rural Lunch (2)	\$2,000
SOLD OUT <input type="checkbox"/> Small & Rural Welcome Gifts	\$500
<input type="checkbox"/> Council Lunch (6)	\$1,500
<input type="checkbox"/> Council Water Bottle/Cup	\$3,000
SOLD OUT <input type="checkbox"/> Webinar (3)	\$2,500

5. FALL CONFERENCE

<input type="checkbox"/> Welcome Gifts	\$2,000
<input type="checkbox"/> Welcome Reception	\$2,500
<input type="checkbox"/> Video Ad (4)	\$2,500
SOLD OUT <input type="checkbox"/> New Superintendents Networking Reception (3)	\$3,000
<input type="checkbox"/> Gourmet Coffee Sponsor (4)	\$1,500

5. FALL CONFERENCE (CONTINUED)

- SOLD OUT** ~~President's Reception (2)..... \$5,000~~
(Presidential & Platinum level only)
- Leaders in Education Networking Reception \$2,500
- Ad in Daily Conference Newsletter Email (4) \$950
- Fall Partner Showcase (39)..... \$2,500
- Electrical Power for Fall Partner Showcase Booth \$90
- Partner Conference Registration \$550 each
Number of registrations. (Send list of names & emails to danielle@gomasa.org) _____

6. MIDWINTER CONFERENCE

- Welcome Gifts \$2,000
- Welcome Reception \$2,500
- Table (6) \$2,500
- Council Reception (2) \$6,000
- Video Ad (4)..... \$2,500
- President's Reception (2)..... \$5,000
(Presidential & Platinum level only)
- Game Night \$2,500
- Ad in Daily Conference Recap Email (4) \$950
- Partner Conference Registration \$550 each
Number of registrations. (Send list of names & emails to danielle@gomasa.org) _____

TOTAL AMOUNT OF BENEFITS SELECTED (SECTIONS 1-6): \$ _____

ADDITIONAL BENEFITS

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

7. SIGNATURE EVENT

- Horizon Leadership Academy Scholarship \$1,000
- MI Ed Events Network Event Placement \$250/ad

8. FALL CONFERENCE

- Student Scholarship for School District \$1,000
- Participant Scholarship..... \$550

9. MIDWINTER CONFERENCE

- Student Scholarship for School District \$1,000
- Participant Scholarship..... \$550

TOTAL AMOUNT OF ADDITIONAL BENEFITS SELECTED (SECTIONS 7-9): \$ _____

PAYMENT

Payment is due within 30 days or your benefit selections will be released.

GRAND TOTAL AMOUNT: \$ _____

- Check: MASA
 1001 Centennial Way
 Suite 300, Lansing, MI 48917
- Credit Card (please fill out the information to right)

Cardholder Name: _____

Card Number: _____

Expiration Date (MM/YY): _____

CW (Back of Card): _____

SIGNATURE OF COMPANY REPRESENTATIVE

This Strategic Partnership Application Form is not a finalized contract until receipt is provided by MASA to partner.

Signature _____ Date _____

Printed Name _____ Title _____

