STRATEGIC PARTNERSHIP PROGRAM
2020-2021
ABOUT MASA

OUR MISSION
The mission of the Michigan Association of Superintendents & Administrators (MASA) is to develop leadership and unity within its membership to achieve the continuous improvement of public education in Michigan.

OUR CORE VALUES
Service – Leadership
Collaboration – Excellence

Guided by its mission and core values, MASA serves as the go-to professional association for superintendents and central office administrators.

MASA strives to provide support to our members, who lead and manage the school districts tasked with educating Michigan’s more than 1.5 million students. Across 10 regions, more than 700 public school superintendents and central office administrators in 584 school districts and 56 intermediate school districts receive support from MASA.

MEMBER SUPPORT INCLUDES
“Just-in-time” technical, personal, and legal services
Communications (print and digital)
Government relations
Professional development learning
Events and other networking opportunities
MASA partnership gives you and your organization the opportunity to interact and connect with school district leaders from all over the state. With your partnership, you will get:

- Exposure and opportunities to build name recognition and customer loyalty
- Visibility and access to MASA members and professional development programs
- Insight into trends, issues, and research affecting the education field
- Ability to demonstrate your commitment to public education and key educators

These benefits will allow you to make valuable contacts with superintendents and central office administrators. Our members are the decision makers whose leadership keeps our public schools running day in and day out, and our partners are the problem solvers who can help them get the job done efficiently, effectively and on budget.

Unlock these opportunities by becoming an MASA partner, and start engaging with public school leaders from all across Michigan.

PRINCIPLES

From giving presentations to district leaders at high-level trainings to sponsoring special members-only events, MASA offers many ways for partners to engage with our members. Our relationships with our partners are founded on:

- Creating opportunities to build and deepen relationships with MASA members
- Connecting education leaders to the most current and effective tools and services in education
- Promoting and supporting trends in education
- Providing a revenue stream to fund professional development programs and services of the MASA staff to members
- Establishing ongoing relationships through comprehensive and interactive benefits

ACCESS | ENGAGEMENT | INTERACTION
BECOME A PARTNER

There are five partnership levels available to support the programs and services of the Michigan Association of Superintendents & Administrators. 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.

When participating in a Strategic Partnership agreement, you select the benefits which are most important to you and your organization.

FIND THE RIGHT FIT

MASA offers a variety of Strategic Partnership agreements tailored to fit every need and every budget.

- Bronze
- Silver
- Gold
- Platinum
- Presidential

The following menu details the valuable benefit options each MASA partner can select. The total benefits selected from the menu should total the minimum amount of the partnership agreement you selected.
PARTNERSHIPS

Financial commitments listed below are the minimum amount required for each partnership.

As previously noted, there are five levels of Strategic Partners:

Bronze ....................... $1,500
Silver ............................. $6,000
Gold ............................... $10,000
Platinum ........................... $15,000
Presidential ...................... $20,000

When participating in a Strategic Partnership agreement, you select the benefits that are most important to you and your company from the menu options on the following pages. Your benefit choices should total at least the amount of the partnership package selected. You may select amounts in excess of your selected package on an a la carte basis.

EXAMPLE STRATEGIC PARTNER AGREEMENT

$10,000 GOLD PARTNER LEVEL

Please note this is only one example of a Strategic Partnership agreement. As a partner you are not limited to a specific number of benefits, you just have to reach at least the minimum amount of your partnership selected.
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.

1. **RECOGNITION (REQUIRED)**

**PARTNER ACCESS**

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**BENEFIT (AVAILABILITY/LIMIT) | COST**

- Name Package .......................................................... $1,000
- Logo Package ............................................................. $2,000

**RECOGNITION BENEFITS ADDITIONAL DETAILS**

All partners are required to select a recognition package with their agreement, which includes:

- Listing on MASA Partners page with link to partner website (Name or Logo)
- Listing in the MASA directory
- Access to members-only content on MASA website
- Partner listing in MASA Events Conference App or virtual platform (Name or Logo)
- Recognition during Fall & Midwinter Conferences (Name or Logo)
- Partner listing in scrolling display at Fall & Midwinter Conferences (Name or Logo)
- Acknowledgment with partner ribbon at conferences

**Presidential and Platinum**: Recognition with logo on MASA website homepage
## 2. MARKETING

### PARTNER ACCESS

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### BENEFIT (AVAILABILITY/LIMIT) **COST**

- **Content/article in monthly e-newsletter (24)** $950
- **Highlighted as featured partner in monthly e-newsletter (4)** $7,500 yr /$2,500 qtr
- **Banner ad in Legislative Update (1)** $8,000
- **Banner ad in Monday Morning Memo (1)** $8,000
- **Banner ad in MI Education Events Network newsletter (4)** $5,000 yr /$1,500 qtr
- **Presenting partner for Superintendent’s Calendar (1)** $6,000
- **Morning News subscription (1 included w/ partnership)** $50

### MARKETING BENEFITS ADDITIONAL DETAILS

- **Content/Article in monthly e-newsletter**: 12 issues with 2 partners per issue for 24 articles total. This benefit includes one article posted in e-newsletter, and one article posted on MASA website.

- **Highlighted as featured sponsor in monthly e-newsletter**: Partner will receive logo placement with link to partner website. *MASA is offering four quarterly sponsorships, or one full-year sponsorship.

- **Banner ad in Legislative Update**: MASA’s most read publication, distributed weekly during the legislative session (about 35 issues per year). Partner will receive logo placement with link to partner website.

- **Banner ad in Monday Morning Memo**: MASA’s weekly newsletter and one of the Associations most read publications. Partner will receive logo placement with link to partner website.

- **Banner ad in MI Education Events Network newsletter**: Distributed weekly to 10,000+ educators in Michigan. Partner will receive logo placement with link to partner website. *MASA is offering four quarterly sponsorships, or one full year sponsorship.

- **Presenting partner for Superintendent’s Calendar**: Monthly publication for superintendents and district leaders. Partner will receive partner logo and blurb featured in each monthly message with link to partner website.

- **Morning News subscription**: One email address is included with partnership agreement. Each additional email address is $50.
3. SIGNATURE EVENT

PARTNER ACCESS

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<th>Level</th>
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<td>New Superintendents Leadership Academy (12)</td>
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<td>*Horizon Leadership Programs (30)</td>
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<td>*UP Horizon Leadership Programs (15)</td>
<td>$3,000</td>
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<td>Webinar Series (6)</td>
<td>$1,000/webinar</td>
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<td>Drive-In Conference (2)</td>
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<td>Microcredential (3)</td>
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<td>~Executive Assistant Conference (EAC) (5)</td>
<td>$3,000</td>
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<td>Partner Spotlight at EAC (2)</td>
<td>$1,000</td>
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SIGNATURE EVENT BENEFITS ADDITIONAL DETAILS

Unless otherwise noted below, for purchasing a signature event you are provided 8-10 minutes to address the participants during a lunch break during one day of the program, sign recognition, and list of participants (no contact information). 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.

**Partner Spotlight:** Partners will have 10 minutes to speak to the group during the event. Partners can attend the whole event.

**New Superintendents Leadership Academy:** Partners will receive sign recognition and will speak to the group during the event. Additionally, there will be an opening reception where all attendees and partners will be in attendance. Two partners per session.

**Horizon Leadership Programs and UP Horizon Leadership Programs:** One partner speaks per day. Please note UP Horizon is held at Delta Schoolcraft ISD.

**Webinar Series:** MASA Webinars: Nine planned for this year. One hour each. Partners will receive publicity in marketing emails, registration materials, and vocal acknowledgment at beginning of webinar.

**Drive-In Conference:** One event per year, one to two partner(s) speak per day.

**Microcredential:** Up to 30 hours of online work for participants, partner is recognized with logo and short description (no speaking time). Only one partner per microcredential.

~ **Executive Assistant Conference:** Partners will be provided 5 minutes to address the participants during a general session and one complimentary registration (partners are able to attend the full event).
### 4. FALL CONFERENCE

#### PARTNER ACCESS

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**BENEFIT (AVAILABILITY/LIMIT)** | **COST**
---|---
Partner Conference Registration (each) | $225
Welcome Gifts Distributed to Participants | $2,000
Participant Scholarship | $225
Partner Showcase in the MASA virtual platform | $500
Council Gifts (1) | $3,000
Partner Video Ad, keynote session (2) | $2,500
General Session Recognition (4) | $2,000

#### FALL CONFERENCE BENEFITS ADDITIONAL DETAILS

**Welcome Gifts:** Partner provides a welcome gift (MASA approval rights) distributed via mail.

**Participant Scholarship:** Partner pays for registration for a district facing financial hardships.

**Partner Showcase:** Partner receives virtual space in the Partner Showcase section of the virtual platform. This area displays logo, company information, contact information and can also display a 60 second promotional video provided by partner. The Partner Showcase is listed by Partner level.

**Council Gifts:** MASA purchases gift with partner logo.

**Partner Video Ad:** Partner records a 2-minute video commercial to play before a keynote session. Partner would be responsible for recording the ad.
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BENEFIT (AVAILABILITY/LIMIT)

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Partner Conference Registration</td>
<td>$550</td>
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<tr>
<td>Welcome Gifts Distributed at Registration Check In (1)</td>
<td>$2,000</td>
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<tr>
<td>Participant Gift Bag Item</td>
<td>$500</td>
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<tr>
<td>Removable Adhesive Logos for Floor (1)</td>
<td>$4,000</td>
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<td>Table in Conference Reg. Area on Wed/Thurs (8)</td>
<td>$2,500</td>
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<td>Ad in the MASA Events App</td>
<td>$500</td>
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<tr>
<td>Council Dinner (2)</td>
<td>$6,000</td>
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<tr>
<td>Council Gifts (1)</td>
<td>$3,000</td>
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<tr>
<td>Learning Session Speaker Gifts (1)</td>
<td>$3,000</td>
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<tr>
<td>~Refreshment Break (2)</td>
<td>$4,000</td>
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<tr>
<td>President’s Reception (2)</td>
<td>$3,000</td>
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<tr>
<td>~Breakfast on Thursday (1)</td>
<td>$6,000</td>
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<tr>
<td>Awards Luncheon (1)</td>
<td>$5,000</td>
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<tr>
<td>Snack &amp; Learns (7 - one per partner)</td>
<td>$2,000</td>
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<tr>
<td>Leaders in Education Networking Reception (LENR)</td>
<td>$2,500</td>
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<tr>
<td>~Breakfast on Friday (1)</td>
<td>$6,000</td>
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<tr>
<td>*Napkins with Logo for LENR (1)</td>
<td>$2,000</td>
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<tr>
<td>*Cups or Koozies with Logo for LENR (1)</td>
<td>$2,000</td>
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MIDWINTER BENEFITS ADDITIONAL DETAILS

Welcome Gifts: Partner provides a welcome gift (MASA approval rights) distributed to all attendees at check in.

Removable Adhesive Logos: Purchased by MASA. Product has conference logo and sponsor’s name (seen by all attendees).

Table: You are provided 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 (value of $1,100).

Council Dinner: Sign recognition, attend dinner (up to 3 individuals) and 3-5 minutes to address the MASA Council (3 Region Reps, 3 MASA Standing Committee Chairs, 7 MASA Executive Board Members), MASA staff and special guest.

Council Gifts: MASA purchases gift with partner logo.

Learning Session Speaker Gifts: MASA purchases Amazon gift cards with partner logo printed on them that are provided to roughly 100 individuals.

President’s Reception: Sign recognition, specialty cocktail, and 3 individuals can attend (event is MASA President Invite Only).

Awards Luncheon: 3-5 minutes to address all attendees and welcome them to the Awards Luncheon.

Snack & Learns: 20 minutes to address a group of superintendents during lunch and sign recognition.

Leaders in Education Networking Reception: Gobo on main screen and sign recognition. All attendees are invited.
ADDITIONAL OPPORTUNITIES

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

SIGNATURE EVENT

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<tr>
<td>BENEFIT (AVAILABILITY/LIMIT)</td>
<td>Horizon Leadership Scholarship: You provide a partial scholarship to a participant in the program. You will receive access to contact information for the recipient and receive recognition during Horizon Leadership programming for providing a scholarship to a participant.</td>
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FALL CONFERENCE

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<tr>
<td>BENEFIT (AVAILABILITY/LIMIT)</td>
<td>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. As the partner providing the scholarship, you will be recognized and present the check to winning school district.</td>
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MIDWINTER CONFERENCE

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<tr>
<td>BENEFIT (AVAILABILITY/LIMIT)</td>
<td>Keynote Speaker (1): You provide a partial scholarship to a participant in the program. You will receive access to contact information for the recipient and receive recognition during Horizon Leadership programming for providing a scholarship to a participant.</td>
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ADDITIONAL DETAILS

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. As the partner providing the scholarship, you will be recognized and present the check to winning school district.
MASA STRATEGIC PARTNERSHIP APPLICATION FORM

Please complete the Strategic Partnership Application Form. Select the benefits that are most important to your company from the benefits menu. Once completed, return to MASA, Attn: Danielle Bach, via mail (1001 Centennial Way, Suite 300, Lansing, MI 48917), email (danielle@gomasa.org), or fax (517-327-0779). 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.

A. COMPANY INFORMATION

Name of Company: __________________________________________________________

Office Address: ____________________________________________________________

City: ___________________________ State: ___________ Zip: ______________________

Telephone Number: ___________________________ Fax _________________________

Website Address: ____________________________

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

B. COMPANY CONTACTS

Primary Contact: The Primary Contact will receive the one Morning News subscription that is included in every partnership.

Name: ____________________________________________________________

Title: ________________________________________________________________

Email: ______________________________________________________________

Work Phone: ___________________________ Cell Phone: ______________________

Marketing Contact

Name: ____________________________________________________________

Title: ________________________________________________________________

Email: ______________________________________________________________

Work Phone: ___________________________ Cell Phone: ______________________

C. PARTNERSHIP LEVEL

Please check one level only, this will be the minimum amount you have to total from the benefits menu.

☐ Bronze $1,500  ☐ Platinum $15,000
☐ Silver $6,000  ☐ Presidential $20,000
☐ Gold $10,000
D. BENEFITS MENU

1. Recognition (required)
All partners are required to select a recognition package with their agreement.
   □ Name Package (Bronze, Silver, Gold) ................................................................. $1,000
   □ Logo Package (Platinum, Presidential) ................................................................. $2,000

2. Marketing
   □ Content/article in monthly e-newsletter (24) ....................................................... $950
   □ Highlighted as featured partner in monthly e-newsletter (4) ......................... $7,500 yr/$2,500 qtr - $____
   □ Banner ad in Legislative Update (1) ................................................................. $8,000
   □ Banner ad in Monday Morning Memo (1) ......................................................... $8,000
   □ Banner ad in MI Education Events Network newsletter (4) ......................... $5,000 yr/$1,500 qtr - $____
   □ Presenting partner for Superintendents’ Calendar (1) ........................................... $6,000
   □ Morning News subscription (include list of name(s) & email(s) $50 per person) ........................................... $50 per ____

3. Signature Event
   □ New Superintendents Leadership Academy (12) .............................................. $4,000
   □ Horizon Leadership Programs (30) .................................................................. $3,000
   □ UP Horizon Leadership Programs (15) ............................................................. $3,000
   □ Webinar Series (6) ......................................................................................... $1,000 per ____
   □ Drive-In Conference (1) ................................................................................ $3,000
   □ Microcredential (3) ........................................................................................ $1,000
   □ Executive Assistant Conference (EAC) (5) ...................................................... $3,000
   □ Partner Spotlight at EAC (2) ....................................................................... $1,000

4. Fall Conference
   □ Partner Conference Registration (each) ............................................................ $225 per ____
   □ Welcome Gifts Distributed to Participants ...................................................... $2,000
   □ Participant Scholarship ................................................................................. $225
   □ Partner Showcase in the MASA virtual platform .............................................. $500
   □ Council Gifts (1) ........................................................................................ $3,000
   □ Partner Video Ad, keynote session (2) ............................................................ $2,500
   □ General Session Recognition (4) ................................................................ $2000

Benefits Menu continues on the next page >>
5. Midwinter Conference

☐ Partner Conference Registration ........................................................................................................ $550 per ____
☐ Welcome Gifts Distributed at Registration Check In (1) .................................................................... $2,000
☐ Participant Gift Bag Item ................................................................................................................ $500
☐ Removable Adhesive Logos for Floor (1) ........................................................................................ $4,000
☐ Table in Conference Reg. Area on Wed/Thurs (8) ........................................................................... $2,500
☐ Ad in the MASA Events App ............................................................................................................. $500
☐ Council Dinner (2) ........................................................................................................................... $6,000
☐ Council Gifts (1) .............................................................................................................................. $3,000
☐ Learning Session Speaker Gifts (1) .................................................................................................... $3,000
☐ ~Refreshment Break (2) .................................................................................................................. $4,000
☐ President’s Reception (2) .................................................................................................................. $3,000
☐ ~Breakfast on Thursday (1) .............................................................................................................. $6,000
☐ Awards Luncheon (1) ......................................................................................................................... $5,000
☐ Snack & Learns (7 - one per partner) ................................................................................................ $2,000
☐ Leaders in Education Networking Reception (LENR) ....................................................................... $2,500
☐ *Napkins with Logo for LENR (1) .................................................................................................. $2,000
☐ *Cups or Koozies with Logo for LENR (1) ....................................................................................... $2,000
☐ ~Breakfast on Friday (1) .................................................................................................................... $6,000

6. Total Amount of Benefits Selected (Section D 1-5): $ __________________
E. ADDITIONAL BENEFITS
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
☐ Student Scholarship for School District ........................................................................................................... $1,000
☐ Keynote Speaker (1) .................................................................................................................................. up to $10,000

Total Amount of Additional Benefits Selected: $ ________________

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

Grand Total Amount: $ ___________

☐ Check Payment: MASA, 1001 Centennial Way, Suite 300, Lansing, MI 48917
☐ Credit Card Payment (please fill out the below information)

Cardholder Name: ___________________________________________________________________________________
Card Number: ________________________________________________________________________________________
Expiration Date (MM/YY): ___________ SIC(Back of Card): _______________________________________________________________________________________

G. 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_______________________________
THANK YOU
2020-21 PARTNERS

PRESIDENTIAL

SET SEG
School Insurance Specialists

MESSA.

MICHIGAN VIRTUAL

neola

neola

GOLD

Barton Malow Company

GMB Architecture + Engineering

SILVER

The Christman Company
D2L
French Associates, Inc.
Gallagher

Milk Means More
Thrun Law Firm, P.C.
NWEA
PFM Financial

Proximity Learning
Stifel, Nicolaus & Company, Inc.
Schneider Electric
TMP Architecture, Inc.

BRONZE

Beckering Construction
Edgenuity
Frontline Education
Great Minds
Houghton Mifflin
Illuminate Education
Influent Energy
Integrated Designs

Kingscott Associates, Inc.
Lusk Albertson PLC
McCarthy & Smith, Inc
Metropolitan Detroit Bureau of School Studies
Miller-Davis Company
Munetrix
On Target Living
Plante Moran, PLLC

Rockford Construction
The Skillman Corporation
Stantec Architecture
t2 designs
Three Sixty Safety
Wightman and Associates, Inc.
Wolgast