

STRATEGIC PARTNERSHIP PROGRAM



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.

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. Please be sure to include this information as it will be published on the MASA website for your Partner Profile.

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: _____

Strategic Partnership Level

Each partnership **starts at the Bronze Level** and elevates to higher levels by selecting additional options below. Partnership levels will be based on the total investment and assigned after total from **sections 1-6**.

Level Selection

- Presidential Partner \$20,000
- Platinum Partner \$15,000
- Gold Partner \$10,000
- Silver Partner \$6,000
- Bronze Partner \$1,500

Benefits Menu

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

- Strategic Partner (Required for all partnerships)** \$1,500
- Logo Package (only open to Platinum and Presidential levels)..... \$2,000
- Premiere Logo Package (only open to Platinum and Presidential levels) \$2,500
- Premiere Name Package \$500

2. Marketing

- Content/article in monthly e-newsletter (24) \$950 each
- ~~SOLD OUT~~ ~~Highlighted as featured partner in monthly e-newsletter (4) \$7,500 yr /\$2,500 qtr~~
- ~~SOLD OUT~~ ~~Logo inclusion in Legislative Update header (4) \$8,000 yr/\$2,000 qtr~~
- Logo inclusion in Monday Memo header (4) ~~NOT AVAILABLE~~ \$8,000 yr/\$2,000 qtr
- ~~SOLD OUT~~ ~~Logo inclusion MI Education Events Network header (4) \$5,000 yr /\$1,500 qtr~~
- Logo inclusion in Superintendent's Calendar (1) \$6,000
- Morning News subscription (1 included w/ partnership) \$50
- Website banner ad (10)..... \$4,000

3. Golf Outing

- 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
- ~~SOLD OUT~~ ~~Banquet (1) \$5,000~~
- Drink cart (2) \$3,000
- Cart sponsorship (4) \$3,000
- Item for goodie bag \$150
- Prize Donation Item _____

4. Signature Event

- Horizon Leadership Programs (45) \$3,000
- New Superintendents Leadership Academy (16) \$4,000
- Beyond Equity \$3,000
- Beyond Equity Breakfast \$500
- Beyond Equity Lunch \$1,500
- Mentor Coaching \$750
- Webinar (3) \$2,500
- Podcast (4) \$1,000
- Aspiring Supt Academy (10) \$2,000
- Council lunch (6) \$1,500
- Council water bottle/cup \$3,000
- ~~SOLD OUT~~ ~~Superintendent of the Year sponsor \$5,000~~
(incl. \$1,000 scholarship) (Presidential & Platinum level only)
- ~~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
- Small and Rural Dinner (2)..... \$3,000
- Small and Rural Welcome gifts..... \$500
- Drive-In \$2,000

5. Fall Conference

- Partner Conference registration (each) \$450
- Welcome gifts distributed to participants \$2,000
- Welcome reception..... \$2,500
- ~~SOLD OUT Partner video ad – keynote session (2) \$2,500~~
- ~~SOLD OUT New Superintendents Networking Reception (2) \$3,000~~
- President’s Reception (2, Pres level only)..... \$5,000
- Leaders in Education Networking Reception (LENR)..... \$2,500
- ~~SOLD OUT Daily conference recap email partner logo (4)..... \$500~~
- ~~SOLD OUT Fall Partner Showcase \$2,500~~

6. Midwinter Conference

- Partner Conference registration (each) \$450
- 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
- ~~SOLD OUT Partner video ad – keynote session (2) \$2,500~~
- President’s Reception (2, Pres level only) \$5,000
- Leaders in Education Networking Reception (LENR)..... \$2,500
- ~~SOLD OUT Daily conference recap email partner logo (4) \$500~~

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

8. Fall Conference

- Student scholarship for school district \$1,000
- Participant scholarship \$450

9. Midwinter Conference

- Student scholarship for school district \$1,000
- Participant scholarship \$450

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

Cardholder Name: _____
 Card Number: _____
 Expiration Date (MM/YY): _____
 SIC (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 _____

