



MSPRA



Michigan School
Public Relations
Association

2024-25 Sponsorship Proposal

Meet and Build Relationships with
Communications & Marketing leaders
from across the state of Michigan!



BECOME A SPONSOR TODAY!

Attend the MSPRA Annual Conference
to network with over 150 professionals!

Speaking Engagements

Receive Attendee Lists,
including Attendee Emails!

Introduce the 2025
Keynote Speakers!



2024-25 Sponsorship Menu

<u>Investment Levels & Benefits</u>	TWO AVAILABLE! <u>Platinum</u>	<u>Gold</u>	<u>Bronze</u>
Opportunity to speak, present, and pitch to all Annual Conference attendees during lunch or breakfast	★ Exclusive Opportunity		
Exclusive Keynote Sponsor (paired with your company's speaking engagement prior)	★ Exclusive Opportunity		
Sponsor & Introduce a Breakout Session, including a two minute speaking engagement to your audience!	★ Multiple Opportunities (First Come, First Served)	★ Multiple Opportunities (First Come, First Served)	
Access to Annual Conference Attendee List (Available the week of the conference, March '25)	★ Included, with Email Address	★ Included, with Name Listing Only	
Complimentary Registration for Conference of Choice (Annual or Drive-In)	★ 4 Included	★ 3 Included	★ 1 Included
Social Media Recognition on MSPRA Facebook Page	★ Twice Per Year	★ Once Per Year	
Vendor Booth at Annual Conference	★ During Entire Conference	★ During Entire Conference	★ During Entire Conference
Access to Annual Summer Drive-In Attendee List (Available late June 2025)	★ Included, with Email Address	★ Included, with Name Listing Only	
Ad in Annual Conference Agenda (online and print. Ad provided by the sponsor and approved by MSPRA Board)	★ 1 Page Ad	★ 1/2 Page Ad	★ 1/4 Page Ad
Spotlight in MSPRA Minute E-Newsletter to all MSPRA Members	★ 3 MSPRA Minute Spotlights	★ 2 MSPRA Minute Spotlights	★ 1 MSPRA Minute Spotlight
MSPRA Website Recognition	★ Logo on Website	★ Logo on Website	★ Logo on Website
Ability to provide company sponsored raffle prizes during the MSPRA Annual Conference	★ Included	★ Included	★ Included
TOTAL INVESTMENT:	\$6,000 *\$5,500	\$3,000 *\$2,500	\$1,500

***Lock in your Platinum or Gold level sponsorship by September 30, 2024 to receive the Early Bird Special!**



Add the exclusive Social Event sponsorship onto any package for \$1,000 to support the MSPRA Night of Fun!

All investment opportunities are offered on a first-come, first-serve basis by contacting MSPRA at mspraboard@gmail.com. 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 the membership. No substitutions for sponsorship investment options are permitted. For questions, please contact Zach Harig, MSPRA Sponsorship Chair, at zharig@hamiltonschools.us.

2024-25 Sponsorship Schedule



Fall Drive-In Conference

Sponsors are recognized verbally and on signage in front of our members at our annual Fall Drive-In held in Lansing!

**OCTOBER
2024**

*With early-bird sponsorship commitment before Sept. 30, 2024



Annual Conference!

The biggest MSPRA Event every year! Typically over 150 attendees for two full days of learning. 2025 Conference to be held in Traverse City, MI. Specific dates and location to be announced soon!

**MARCH
2025**



Summer Drive-In Conference

The June Summer Drive-In Conference typically sees over 50 MSPRA members in attendance for a full day of learning about one overarching topic! Our sponsors are recognized and front-and-center every year!

**JUNE
2025**



Idea Hour

MSPRA hosts virtual learnings every year for members to come together and learn ahead of the new school year! MSPRA Sponsors receive recognition in front of all attendees.

**AUGUST
2025**

*Dates and Events subject to change

Plus, our sponsors receive recognition in two MSPRA Regional Meetings every year on a slide and verbally, as well as the MSPRA Annual Evaluations!

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, and communicate with school staff. We are often in a position to recommend the 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. Thank you for your interest in supporting MSPRA!

2024-25 MSPRA Sponsorship Form Agreement

My company agrees to serve as a 2024-25 MSPRA sponsor (October 1, 2024 – September 30, 2025) at the following investment level:

Platinum
***(\$6,000)**

Gold
***(\$3,000)**

Silver
(\$1,000)

**Social
Sponsor**
(\$1,000)

*\$500 off your platinum or gold sponsorship with early-bird special! Commit before September 30, 2024!

I understand that the following sponsorship information and investment fee must be submitted to secure my sponsorship level.

Company:	
Primary Contact:	
Address:	
Phone:	
Email:	
Sponsor Signature:	
MSPRA Signature:	
Date:	
Selection of Speaking Engagement (If Platinum Sponsor): Day 1 Lunch or Day 2 Breakfast?	
Sponsor name as it should appear in print:	

Please e-mail the completed form to Zach Harig, MSPRA Sponsorship Chair, at zharig@hamiltonschools.us

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

MSPRA Cancellation: If MSPRA must cancel the annual conference or switch to a virtual platform due to unforeseen circumstances beyond their control (weather-related incidents, government shutdown, pandemic, or other disasters), the Platinum sponsor only can elect to have 50% of their investment applied to the following year.

Sponsor Cancellation: There is no refund if the above-signed sponsor cancels. The MSPRA Board will review in the case of special circumstances. The decision of the MSPRA Board will be final.

Payment terms: Upon receipt of the signed contract, an invoice will be submitted to the specified contact person. The organization has 30 days from the invoice date to submit payment. The payment must be made in full, no installment plans are available. The sponsor may pay via check or credit card.

Payments should be sent to:

Michigan School Public Relations Association, Attn: Carrie Platner, 1001 Centennial Way, Suite 300, Lansing, MI 48917.

Credit card payments can be accepted via phone by contacting Bernie Geahan of MASA at (517)885-3497. Billing questions? Email Bernie: bgeahan@gomasa.org