



# MSPRA



Michigan School  
Public Relations  
Association

## 2025-26 Sponsorship Proposal

Meet and Build Relationships with School  
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!

Sponsor the MSPRA  
Social Night Festivities!



# 2025-26 Sponsorship Menu

<u>Investment Levels &amp; Benefits</u>	<b>PLATINUM</b>	<b>SILVER</b>	<b>BRONZE</b>
Opportunity to speak, present, and pitch to all Annual Conference attendees during lunch	 Exclusive Opportunity		
Exclusive Keynote Sponsor	 Recognition before Keynote Speaker		
Sponsor Roundtable Opportunity (Workshop with our Attendees)			
Access to Annual Conference Attendee List (Available at the conclusion of the conference)	 Attendee Names, District & Email	 Attendee Names & District Only	
Complimentary Registration for Annual Conference (additional attendees pay attendee rate)	 3 Included	 2 Included	 1 Included
Recognition and thank you in front of conference attendees during Sponsor Recognition	 You introduce your company (60 seconds)	 A two sentence synopsis of your company	 Mentioned by company name
Vendor Booth at Annual Conference	 First preference on booth location!	 Included (First Come, First Serve)	 Included (First Come, First Serve)
Access to Annual Summer Event (Lunch & Learn or Drive-In) Attendee List (Available July 2026)	 Attendee Names, District & Email	 Attendee Names & District Only	
Ad in Annual Conference Agenda (online and print. Ad provided by the sponsor and approved by MSPRA Board)	 Full Page Ad	 1/2 Page Ad	 Logo Only
Spotlight in MSPRA Minute E-Newsletter to all MSPRA Members (Provided by Sponsor, Approved by MSPRA)	 2 Spotlights	 1 Spotlight	
MSPRA Website Recognition	 Premier Placement	 Your Logo	 Your Logo
Ability to provide company sponsored raffle prizes during the MSPRA Annual Conference			
<b>TOTAL INVESTMENT:</b>	<b>\$7,500</b> <b>TWO AVAILABLE!</b>	<b>\$3,500</b>	<b>\$1,500</b>

**Add the exclusive Social Event sponsorship onto any Platinum or Gold package for \$1,500 to support the MSPRA Night of Fun!**



All investment opportunities are offered on a first-come, first-serve basis by contacting MSPRA sponsorship chair, Zach Harig at zharig@hamiltonschools.us. The sponsorship marketing benefits are also time-sensitive depending on contract signing, publication, and event dates. 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.



# 2025-26 Sponsorship Menu Details

**Opportunity to speak, present, and pitch to all Annual Conference attendees during lunch or breakfast**

**Platinum** – An opportunity to speak and present to our attendees during their lunch on Day 1 of the annual conference for 15 minutes about your company, products, etc.

**Recognition and thank you in front of conference attendees during Sponsor Recognition**

**Platinum** – An opportunity to speak to our attendees once again for up to two minutes.  
**Silver** – Sponsors provide up to two sentences on your company and what you do.

**MSPRA Night of Fun:** For \$1,500, sponsor the MSPRA Night of Fun at the Annual Conference! This would help put on a fun event for conference attendees. You receive verbal recognition, signage around the event, and the opportunity to speak to attendees and provide giveaways.

\*For Platinum or Silver level sponsors ONLY.

**Vendor Booth Location:** Platinum Sponsor will work with MSPRA to identify their preferred location for vendor booth. All other sponsors booth will be on a first-come, first-serve basis.

**MSPRA Facebook page and MSPRA Minute** sponsor recognition is the responsibility of the sponsor. Sponsor should submit verbiage of 500 words or less. The submission should also have helpful or educational value to it and cannot be a full-blown solicitation. These MSPRA Facebook posts and MSPRA Minute spotlights should be submitted to MSPRA Sponsorship Chair, Zach Harig via email: zharig@hamiltonschools.us. The MSPRA Board will review and approve these sponsor promotions.

**Raffle Prizes:** MSPRA allows all Platinum and Silver sponsors to donate up to three raffle items for the annual conference. These items can be promotional IF other value is added. For instance, a branded company background should also include a gift card or other non-sponsor promotional item. During these raffles, your company will be thanked and recognized for the donation of the raffle item.



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

**Annual Conference instructions** including booth opening times, mailing address to the Annual Conference location, and all other information will be sent out no less than two weeks prior to the start of the event.

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!

# 2025-26 MSPRA Sponsorship Form Agreement

My company agrees to serve as a 2025–26 MSPRA sponsor (October 1, 2025 – September 30, 2026) at the following investment level:

**Platinum**  
**(\$7,500)**

**Silver**  
**(\$3,500)**

**Bronze**  
**(\$1,500)**

**Social  
Sponsor**  
**(\$1,500)**

**Please Circle Your Choice!**

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:	
Sponsor name as it should appear in print:	
Your Sponsorship Level Selection:	
<b>TOTAL AMOUNT OF SPONSORSHIP:</b>	

Please e-mail the completed form to Zach Harig, MSPRA Sponsorship Chair, at [zharig@hamiltonschools.us](mailto: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 calling MASA at 517-327-5910 and indicate you want to be an MSPRA Sponsor.