

# 2022-23 Sponsorship Menu

INVESTMENT LEVELS & BENEFITS	PLATINUM (LIMITED TO ONE SPONSOR)	GOLD	SILVER	BRONZE
Annual Conference Keynote Speaker Sponsor	★ Exclusive Opportunity			
Annual Conference Dinner Sponsor	★ Exclusive Opportunity			
Annual Conference Break-out session sponsor		★ Multiple Opportunities Available (First come, first served)		
Vendor Booth at Annual Conference	★ During entire conference	★ During entire conference	★ During entire conference	★ During entire conference
Complimentary Registration for Conference of Choice (Annual or Drive-In)	★ 4 included	★ 3 included	★ 2 included	★ 1 included
Name Badge Identification at Annual Conference	Special Platinum name badge designation for all guests from company	Special Gold name badge designation for all guests from company	Special Silver name badge designation for all guests from company	Special Bronze name badge designation for all guests from your company
Access to Annual Conference Attendee List	★ Included with email addresses	★ Included with name listing only		
Ad in Annual Conference Agenda (online and print) Provided by sponsor and approved by MSPRA.	★ 1 Page Ad	★ ½ Page Ad	★ ¼ Page Ad	★ Logo Only
Participation in member appreciation package (Items to be provided by the sponsor. Participation is not required)	★ Company items of choice donated for member appreciation	★ Company items of choice donated for member appreciation	★ Company items of choice donated for member appreciation	★ Company items of choice donated for member appreciation
Opportunity to host free PD session to members (Presentation must be approved by the MSPRA Board)	★ Opportunity Available	★ Opportunity Available		
Spotlight in MSPRA Minute E-newsletter to MSPRA Members (600 words or less providing information or quick tips-no solicitations)	★ 3 MSPRA Minute Spotlights	★ 2 MSPRA Minute Spotlights	★ 1 MSPRA Minute Spotlight	
MSPRA Website Recognition	★ Logo on website	★ Logo on website	★ Logo on website	★ Logo on website
Company Promotional Materials Distributed at PD Events (up to the sponsor to get materials to MSPRA)	★ Included	★ Included	★ Included	★ Included
Total Investment:	\$6,250	\$3,000	\$2,000	\$1,000

All investment opportunities are offered on a first-come, first-serve basis by contacting MSPRA at [mspraboard@gmail.com](mailto: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 Kelly Allen, MSPRA Sponsorship Chair, at [klallen@clarkston.k12.mi.us](mailto:klallen@clarkston.k12.mi.us)

*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.*

### **CONFERENCE SPONSOR AGREEMENT FORM**

*My company agrees to serve as a 2022-23 (October 1, 2022 - September 30, 2023) MSPRA sponsor at the following investment level:*

*Platinum (\$6,250)*

*Gold (\$3,000)*

*Silver (\$2,000)*

*Bronze (\$1,000)*

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

<i>Company:</i>	
<i>Primary Contact:</i>	
<i>Address:</i>	
<i>Phone:</i>	
<i>Email:</i>	
<i>Sponsor Signature:</i>	
<i>MSPRA Signature:</i>	
<i>Date:</i>	
<i>Sponsor name as it should appear in print:</i>	

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

**Please e-mail the completed form to Kelly Allen, MSPRA Sponsorship Chair at [klallen@clarkston.k12.mi.us](mailto:klallen@clarkston.k12.mi.us)**

**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.

**Hosting Exclusive Professional Development:** Only available to Platinum and Gold level sponsors. All professional development session pitches must be submitted by March 1, 2023. All pitches will be reviewed by the MSPRA Professional Development Committee and approved by the Executive Board. All costs for the session are covered by the sponsor. Location will be secured by MSPRA. Sessions must be offered to all active MSPRA members at no cost.

**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 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: Danielle Bach, 1001 Centennial Way, Suite 300,  
Lansing, MI 48917. Credit card payments can be accepted via phone by contacting Danielle Bach at (517) 327-2595.