

# MPA 2018 Annual Convention Sponsorship Opportunities



**May 9-11, 2018**

**Kellogg Hotel & Conference Center, Lansing**

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## STANDARD BENEFITS FOR ALL SPONSORS

- Recognition at the Opening Reception
- Acknowledgement between programs
- Recognition on all printed publicity materials and on MPA website
- Special recognition page in the official conference program
- Booth in the exclusive sponsor aisle at the tradeshow
- Reserved table at the dinner
- One time use of the conference mailing list
- Affiliate Membership pending MPA Board Approval

## CONFERENCE SPONSOR | \$15,000

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

Logo inclusion on the following:

- Online registration forms
- E-mail blasts
- Signage at front of hotel
- Signage in welcome area
- Recognition in registration packets

Speaker Introductions (choose one)

- Keynote
- Break-out
- Kickoff General Session
- Awards dinner

Advertising

- Sponsor logo and recognition on premium piece
- Complimentary ad in the program, upgraded to premium placement location
- Hole sponsorship at the May 9 golf tournament
- Prominent opportunity to showcase at the tradeshow
- General session banner
- Email campaign (1x) recognition of sponsors
- Break sponsor (1x)
- 30 second spot prior to Gubernatorial Candidate Forum
- MPA Bulletin ad, 1/2 page
- MPA Member Directory ad, 1/2 page

Hospitality

- Premier table seating for two organization representatives at the Gubernatorial Candidate Forum
- Reserved sponsor table during scheduled meal functions
- Eight complimentary registration packets with additional registration reduced to \$199

## GUBERNATORIAL CANDIDATE FORUM SPONSOR | \$10,000

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

Logo inclusion on the following:

- Online registration forms
- E-mail blasts
- Recognition in registration packets

Introduction at the Forum

Advertising

- Complimentary ad in the program, upgraded to premium placement location
- Prominent opportunity to showcase at the tradeshow
- 30 second spot prior to Gubernatorial Candidate Forum
- MPA Bulletin ad, 1/2 page
- MPA Member Directory ad, 1/2 page

Hospitality

- Premier table seating for two organization representatives at the Gubernatorial Candidate Forum
- Reserved sponsor table during scheduled meal functions
- Four complimentary registration packets with additional registration reduced to \$199
- Signage at designated event

## PLATINUM SPONSOR | \$9,500

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

Logo inclusion on the following:

- Online registration forms
- E-mail blasts
- Signage in welcome area
- Recognition in registration packets

Speaker Introductions (choose one)

- Keynote
- Break-out
- Luncheon
- Awards dinner
- Participate on advertising panel

Hospitality

- Premier table seating for one organization representative at the Gubernatorial Candidate Forum

- Reserved sponsor table during scheduled meal functions

Advertising

- Complimentary ad in the program, upgraded to premium placement location
- Prominent opportunity to showcase at the tradeshow
- Hole sponsorship at the May 9 Golf Tournament
- General session banner
- Email campaign (1x) recognition of sponsors
- Break sponsor (1x)
- Four complimentary registration packets with additional registration reduced to \$199
- MPA Bulletin ad, 1/4 page
- MPA Member Directory ad, 1/4 page

## GOLD SPONSORSHIP | \$7,500

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

Logo inclusion on the following:

- Online registration forms
- E-mail blasts
- Recognition in registration packets

Speaker Introductions

- Break-out

Hospitality

- Four complimentary registration packets with additional registration reduced to \$199

Advertising

- Complimentary opportunity to showcase at the tradeshow
- Email campaign (1x) recognition of sponsors
- Hole sponsorship at the May 9 Golf Tournament
- MPA Bulletin ad, business card sizing
- MPA Member Directory ad, business card sizing

## SILVER SPONSOR | \$5,000

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- One banner ad in a rotating placement on the Directory app
- Complimentary opportunity to showcase at the tradeshow
- Email campaign (1x) recognition of sponsors
- MPA Bulletin ad, business card sizing
- MPA Member Directory ad, business card sizing

#### Hospitality

- Two complimentary registration packets with additional registration reduced to \$199

## AUCTION EVENT NAMING RIGHTS | \$5,000 *(available to two sponsors)*

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Email campaign (1x) recognition of sponsors
- Prominent signage
- MPA Bulletin ad, business card sizing
- MPA Member Directory ad, business card sizing

#### Hospitality

- One complimentary registration packet with additional registration reduced to \$199

## WEDNESDAY NIGHT

## PUB CRAWL | \$5,000 *(available to two sponsors)*

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Email campaign (1x) recognition of sponsors
- Prominent signage at reception of choice
- MPA Bulletin ad, business card sizing
- MPA Member Directory ad, business card sizing

#### Hospitality

- One complimentary registration packet with additional registration reduced to \$199

## GOLF EVENT SPONSOR | \$5,000

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Logo recognition on welcome gift
- Email campaign (1x) recognition of sponsors
- MPA Bulletin ad, business card sizing
- MPA Member Directory ad, business card sizing

#### Hospitality

- One complimentary registration packet with additional registration reduced to \$199

## CONFERENCE WELCOME GIFT | \$3,000 *(available to two sponsors)*

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Logo recognition on welcome gift
- Email campaign (1x) recognition of sponsors

#### Hospitality

- One complimentary registration packet with additional registration reduced to \$199

## BREAKFAST SPONSOR | \$2,500 *(available to two sponsors)*

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Email campaign (1x) recognition of sponsors
- Prominent signage at one breakfast

#### Hospitality

- One complimentary registration packet with additional registration reduced to \$199

## LANYARD | \$2,500

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Email campaign (1x) recognition of sponsors
- Logo recognition on conference lanyard
- MPA Bulletin ad, business card sizing
- MPA Member Directory ad, business card sizing

#### Hospitality

- One complimentary registration packet

## BREAKOUT SESSION SPONSOR | \$1,500 *(available to three sponsors)*

### SPONSORSHIP BENEFITS

Standard benefits for all sponsors

#### Advertising

- Email campaign (1x) recognition of sponsors
- Prominent signage at breakout session

## PLATINUM EXHIBITOR | \$2,000

### SPONSORSHIP BENEFITS

#### Advertising

- MPA Member Directory ad, 1/2 page
- MPA Bulletin ad, 1/4 page

#### Hospitality

- One exhibitor booth table
- One complimentary registration

## PREMIUM EXHIBITOR | \$1,000

### SPONSORSHIP BENEFITS

#### Hospitality:

- One exhibitor booth table
- One complimentary registration

## EXHIBITOR | \$500

### SPONSORSHIP BENEFITS

#### Hospitality:

- One exhibitor booth table

## SATELLITE SYMPOSIUM | \$3000

*(available to two sponsors)*

### SPONSORSHIP BENEFITS

#### Advertising:

- Opportunity to present a 45 min session to members



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## SPONSORSHIP AGREEMENT

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

Participation Level: (Please check one)

- Conference Sponsor     Gubernatorial Candidate Forum  
 Platinum                       Gold                       Silver                       Golf Event     Wednesday Pub Crawl  
 Welcome Gift                       Breakfast                       Breakout Session                       Lanyard                       Auction  
 Platinum Exhibitor                       Premium Exhibitor                       Exhibitor                       Satellite Symposium

As a sponsor of the 2018 Michigan Press Association Annual Conference, our organization agrees to a contribution in the amount of \$\_\_\_\_\_. We understand that commitments must be made no later than December 20, 2017 and contributions must be submitted before April 1, 2018.

Sponsor Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Sponsorships payable to:  
Michigan Press Association  
Attn: Lisa McGraw  
827N. Washington Avenue  
Lansing, MI 48906

Questions? Contact Lisa McGraw at 313-247-9859 or [lisa@michiganpress.org](mailto:lisa@michiganpress.org).

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