
2019 Annual Convention Partnership Opportunities



JANUARY 31-FEBRUARY 1, 2019
Amway Grand Plaza, Grand Rapids

CONFERENCE PARTNER | \$15,000

PARTNERSHIP BENEFITS

Standard benefits for all partners

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

- Partner logo and recognition on premium piece
- Complimentary ad in the program, upgraded to premium placement location
- Prominent opportunity to showcase at the tradeshow
- General session banner
- Email campaign (1x) recognition of partners
- Break partner (1x)
- 30 second spot prior to Governor's Luncheon
- MPA Bulletin ad, 1/2 page
- MPA Member Directory ad, 1/2 page

Hospitality

- Premier table seating for two organization representatives at the Governor's Luncheon
 - Reserved partner table during scheduled meal functions
 - Eight complimentary registration packets with additional registration reduced to \$199
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GOVERNOR'S LUNCHEON PARTNER | \$10,000

PARTNERSHIP BENEFITS

Standard benefits for all partners

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 Governor's Luncheon
- MPA Bulletin ad, 1/2 page
- MPA Member Directory ad, 1/2 page

Hospitality

- Premier table seating for two organization representatives at the Governor's Luncheon
 - Reserved partner table during scheduled meal functions
 - Four complimentary registration packets with additional registration reduced to \$199
 - Signage at designated event
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PLATINUM PARTNER | \$9,500

PARTNERSHIP BENEFITS

Standard benefits for all partners

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 Governor's Luncheon

- Reserved partner table during scheduled meal functions

Advertising

- Complimentary ad in the program, upgraded to premium placement location
- Prominent opportunity to showcase at the tradeshow
- General session banner
- Email campaign (1x) recognition of partners
- Break partner (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 PARTNERSHIP | \$7,500

PARTNERSHIP BENEFITS

Standard benefits for all partners

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 partners
 - MPA Bulletin ad, business card sizing
 - MPA Member Directory ad, business card sizing
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SILVER PARTNER | \$5,000

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

- One banner ad in a rotating placement on the website
- Complimentary opportunity to showcase at the tradeshow
- Email campaign (1x) recognition of partners
- 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 | \$6,000 *(available to two partners)*

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

- Email campaign (1x) recognition of partners
- 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 WELCOME | \$5,000 *(available to two partners)*

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

- Email campaign (1x) recognition of partners
- 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
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CONFERENCE WELCOME GIFT | \$3,000

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

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

Hospitality

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

BREAKFAST PARTNER | \$2,500 *(available to two partners)*

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

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

Hospitality

- One complimentary registration packet with additional registration reduced to \$199
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LANYARD | \$2,500

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

- Email campaign (1x) recognition of partners
- 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 | \$1,500

(available to three partners)

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

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

SATELLITE SYMPOSIUM | \$3000

(available to two partners)

PARTNERSHIP BENEFITS

Advertising:

- Opportunity to present a 45 min session to members

EXHIBITOR | \$500

PARTNERSHIP BENEFITS

Hospitality:

- One exhibitor booth table

PLATINUM EXHIBITOR | \$2,000

PARTNERSHIP 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

PARTNERSHIP BENEFITS

Hospitality:

- One exhibitor booth table
 - One complimentary registration
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PARTNERSHIP AGREEMENT

Organization: _____

Address: _____

Phone: _____ Fax: _____

Contact Person: _____ E-mail: _____

Participation Level: (Please check one)

- Conference Partner Governor's Luncheon
 Platinum Gold Silver Wednesday Night Welcome
 Welcome Gift Breakfast Breakout Session Lanyard Auction
 Platinum Exhibitor Premium Exhibitor Exhibitor Satellite Symposium

As a partner of the 2019 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 November 30, 2018 and contributions must be submitted before January 10, 2019

Partner Representative Signature _____ Date _____

Partnerships payable to:
Michigan Press Association
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Questions? Contact Lisa McGraw at 313-247-9859 or lisa@michiganpress.org.
