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
- One time use of the conference mailing list
- Affiliate Membership pending MPA Board Approval
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

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
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
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

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

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 PARTNERS**  
$3,000  
*(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**  
$3,000

**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

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**BREAKOUT SESSION**  
$2,000  
*(available to three partners)*

**PARTNERSHIP BENEFITS**

*Standard benefits for all partners*

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

**Hospitality**
- One exhibitor booth table
- One complimentary registration
- One 5 minute presentation to members at social event or break*

*Excludes Governor’s Luncheon and Gala. AV costs will be covered by exhibitor.

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**PREMIUM EXHIBITOR**  
$2,000

**PARTNERSHIP BENEFITS**

*Standard benefits for all partners*

**Hospitality:**
- One exhibitor booth table
- One complimentary registration
- One 5 minute presentation to members at social event or break*

**EXHIBITOR**  
$800

**PARTNERSHIP BENEFITS**

*Standard benefits for all partners*

**Hospitality:**
- One exhibitor booth table

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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  ☐ Premium Exhibitor
☐ Exhibitor

As a partner of the 2020 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 January 30, 2020 and contributions must be submitted before February 20, 2020.

Partner Representative Signature: ___________________________________________

Date: ________________________________

Partnerships payable to:

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

Questions?
Contact Lisa McGraw at 313-247-9859 or lisa@michiganpress.org.