

MICHIGAN PRESS ASSOCIATION  
2020 Annual Convention  
Partnership Opportunities

**20**  
**VISION**  
**FOR THE FUTURE**

March 11-13, 2020 | Dearborn Inn, Dearborn, MI



[www.MichiganPress.org](http://www.MichiganPress.org)



## **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

## 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

## 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

## 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

## 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

## 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

## 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\*

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

## EXHIBITOR

**\$800**

### PARTNERSHIP BENEFITS

*Standard benefits for all partners*

#### Hospitality:

- One exhibitor booth table



# 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.