

MICHIGAN PRESS ASSOCIATION

2022 Annual Convention Partnership Opportunities



Lansing, MI
Oct 12-13, 2022

World Series
Of Journalism



www.MichiganPress.org



STANDARD BENEFITS FOR ALL SPONSORS

- Recognition at the Opening Reception
- 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





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

Consumers Energy

Count on Us®



GRAND SLAM 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
- 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

HOME RUN PARTNER \$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



TRIPLE 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

BULLPEN WARM-UP EVENT \$5,000

(available to two partners)

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

- Email campaign (1x) recognition of partners
- 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
- 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 partners)

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



THE WIND-UP PARTNER \$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 packets 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 \$6,000

(available to three partners)

PARTNERSHIP BENEFITS

Standard benefits for all partners

Advertising

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

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: _____

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Conference Partner | <input type="checkbox"/> Triple Partner Home | <input type="checkbox"/> Lanyard | <input type="checkbox"/> Auction Event Naming Rights |
| <input type="checkbox"/> Grand Slam Partner | <input type="checkbox"/> Run Partner The | <input type="checkbox"/> Exhibitor | <input type="checkbox"/> Bullpen Warm-Up Event |
| <input type="checkbox"/> Breakout Session | <input type="checkbox"/> Wind-Up Partner | <input type="checkbox"/> Premium Exhibitor | <input type="checkbox"/> Conference Welcome Gift |

As a partner of the 2022 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 September 15, 2022 and contributions must be submitted before October 1, 2022

Partner Representative Signature:

Date: _____

Partnerships payable to:

Michigan Press Association
Attn: Diana Davis



Questions?

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