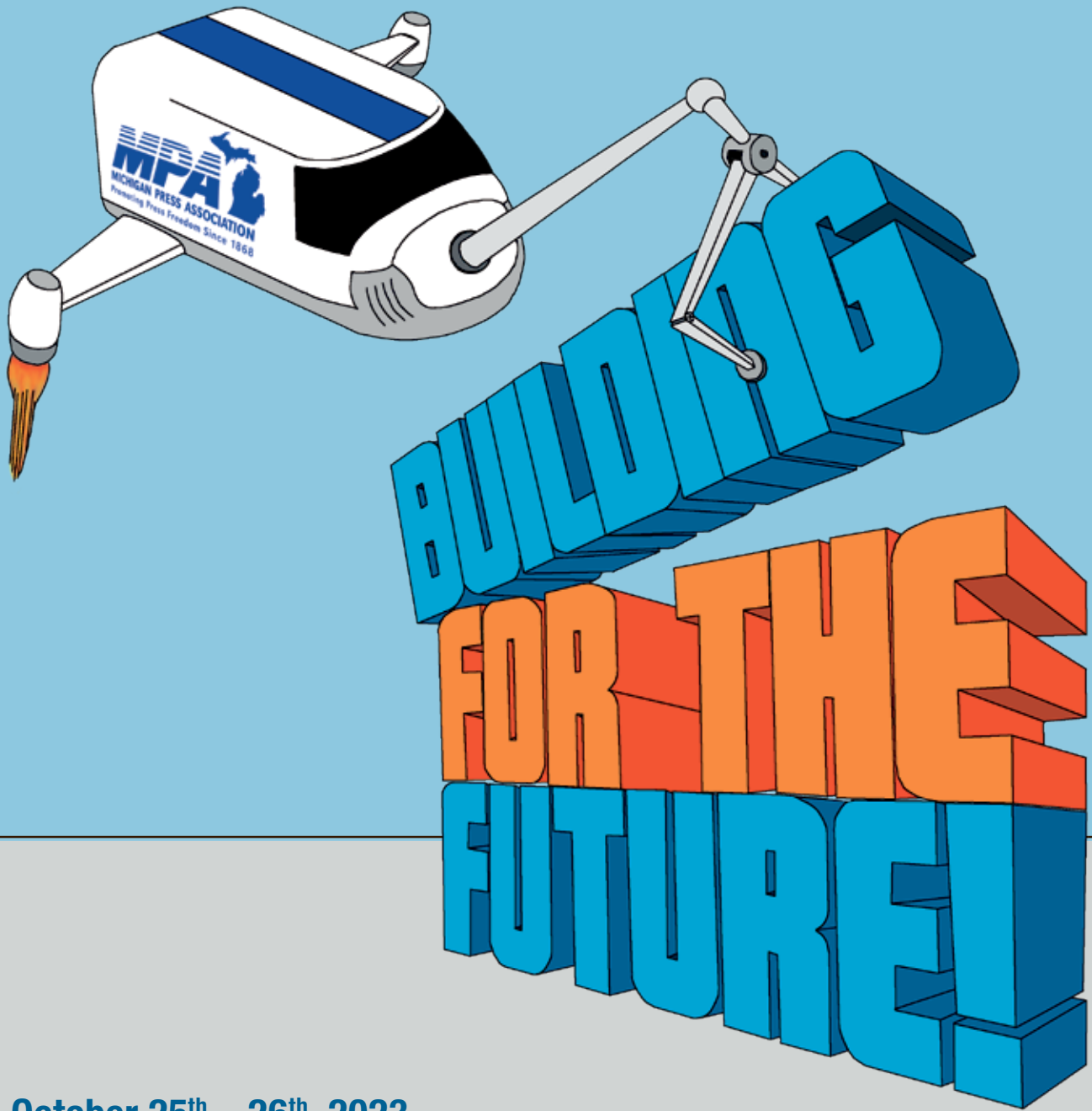


# MICHIGAN PRESS ASSOCIATION

2023 Annual Convention Partnership Opportunities

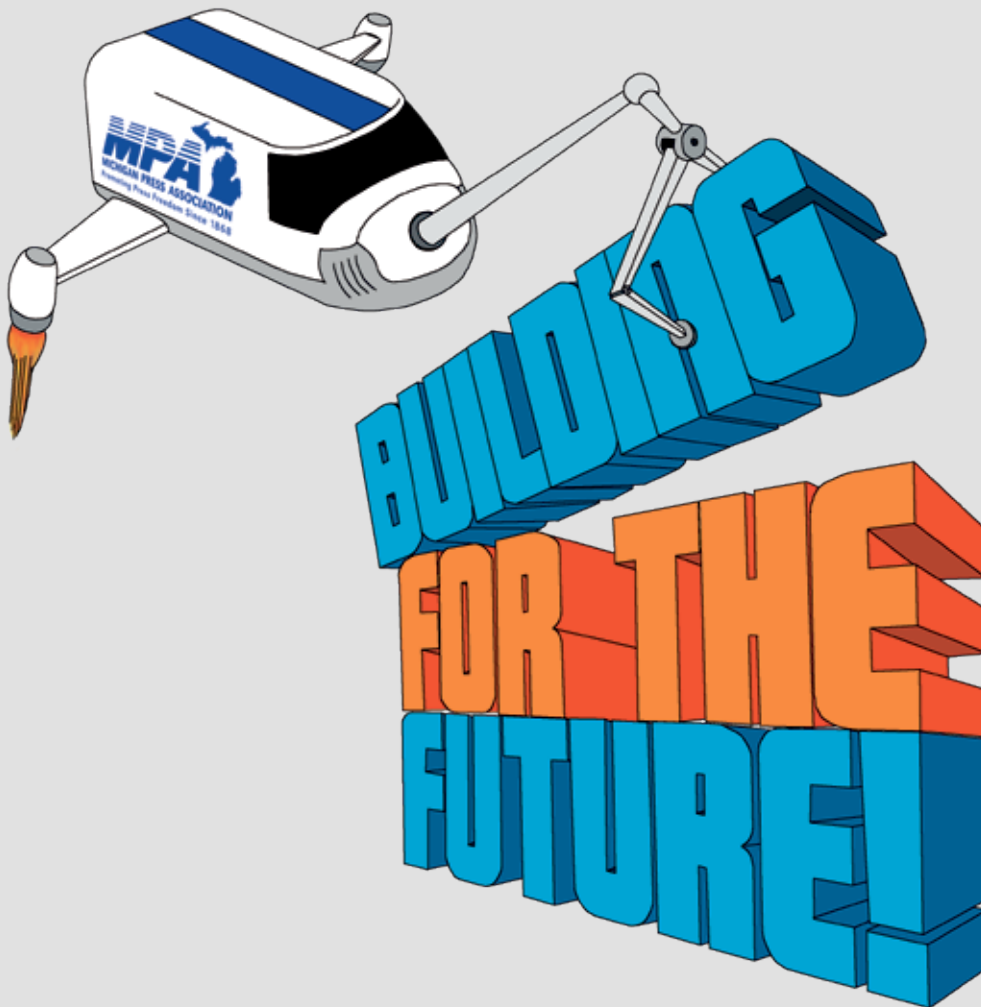


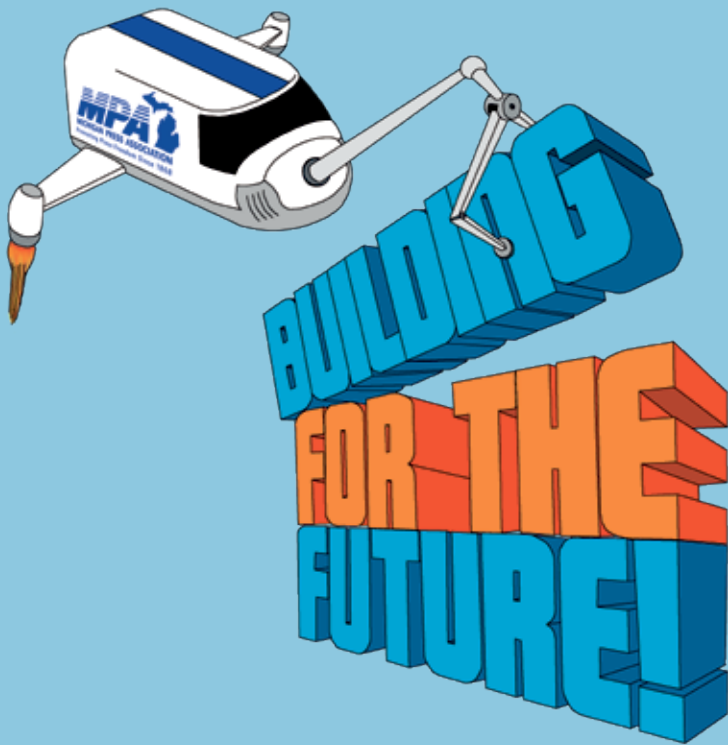
October 25<sup>th</sup> – 26<sup>th</sup>, 2023

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

# STANDARD BENEFITS FOR ALL SPONSORS

- Recognition at the Opening Reception
- Recognition on all printed publicity materials and on the 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

**RESERVED**

### 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 the designated event

**Consumers Energy**

*Count on Us<sup>®</sup>*

## PLATINUM

**\$9,500**

### PARTNERSHIP BENEFITS

Standard benefits for all partners

#### Logo Inclusion on the following:

- Online registration forms
- E-mail blasts
- Signage in the welcome area
- Recognition in registration packets
- Speaker Introductions (choose one)
- Keynote
- Break out
- Awards Dinner
- Participate on the 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 the 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

**\$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 \$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 WELCOME EVENT \$5,000

### PARTNERSHIP BENEFITS

*(available to two partners)*

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

### PARTNERSHIP BENEFITS

*(available to two partners)*

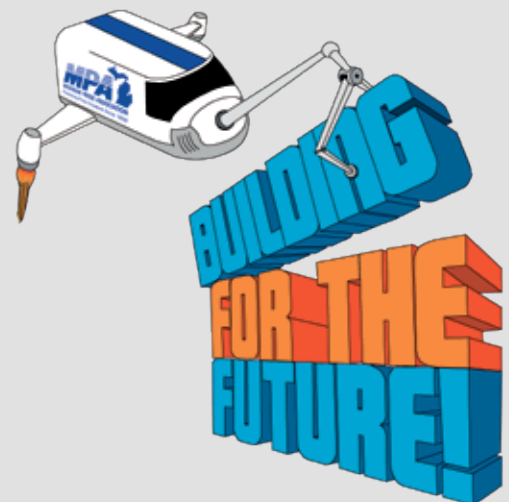
Standard benefits for all partners

#### Advertising

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

#### Hospitality

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



## 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

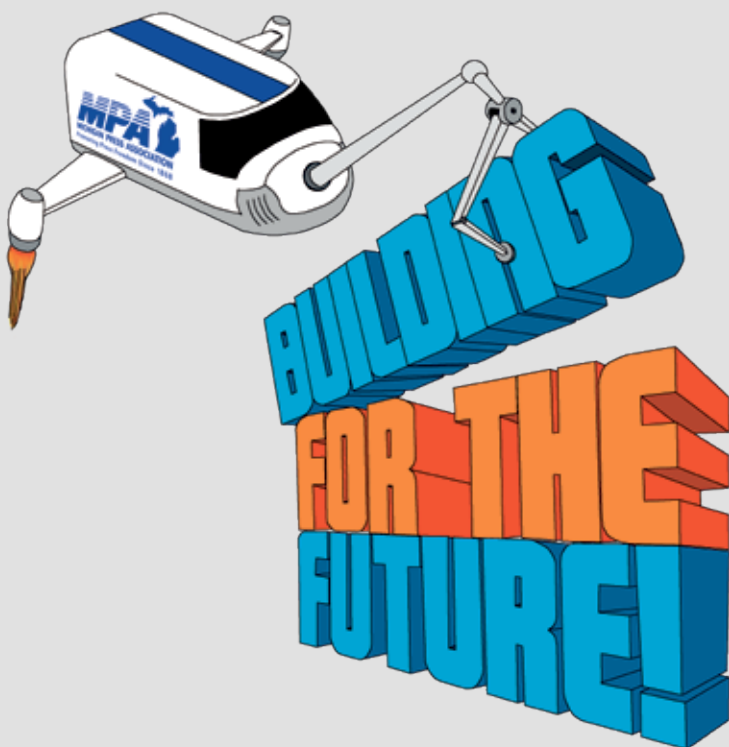
### PARTNERSHIP BENEFITS

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.



# PARTNERSHIP AGREEMENT

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

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

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

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

Participation Level: \_\_\_\_\_

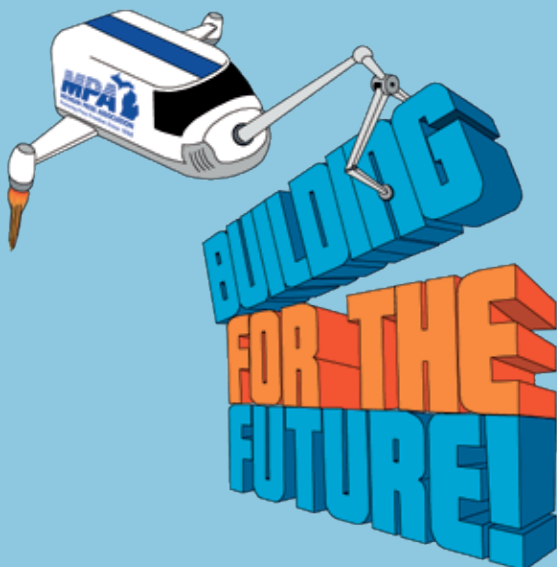
- |                                   |  |  |
|-----------------------------------|--|--|
| <input type="checkbox"/> Platinum | <input type="checkbox"/> Auction Event Naming Rights | <input type="checkbox"/> Lanyard           |
| <input type="checkbox"/> Gold     | <input type="checkbox"/> Wednesday Welcome Event     | <input type="checkbox"/> Premium Exhibitor |
| <input type="checkbox"/> Silver   | <input type="checkbox"/> Conference Welcome Gift     | <input type="checkbox"/> Exhibitor         |
|                                   | <input type="checkbox"/> Breakout Session            |  |

As a partner of the 2023 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, 2023 and contributions must be submitted before October 1, 2023

Partner Representative Signature:

\_\_\_\_\_

Date: \_\_\_\_\_



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

**Partnerships payable to:**  
**Michigan Press Association**  
**Attn: Diana Davis**