



MICHIGAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

Fall Conference

# **ignite**

*INSPIRE / MOTIVATE / SPARK*

November 13-14, 2023  
Radisson Plaza Hotel at Kalamazoo Center

SPONSORSHIP PACKAGE



## Benefits Received By All Sponsors

*All major sponsors who provide at least \$1,750 in cash will receive the following benefits:*

- Logo recognition on promotional materials
- E-blast features your organization
- Logo recognition on Participants' Manual
- Name recognition and logo placed on general sponsor recognition signage at the event
- VIP seating at the conference Keynote Event
- Name recognition and/or logo on conference website
- Booth in conference Exhibit Hall (Valued at \$500)
- Contact list of all attendees provided at the conclusion of the conference



*The following pages indicate additional benefits available for designated sponsorship levels.*

## Major Sponsor Levels



### GOLD LEVEL

**\$5,000**

**Primary/lead** emphasis on promotion and print materials, including the Participants Manual and conference signage

The CEO, or his/her designee, will be introduced and acknowledged at the Opening Session.

**Full-page program acknowledgment** in Participants Manual

**Booth space will be provided in our exhibit hall** at which your organization and its products can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags

### SILVER LEVEL

**\$3,500**

**Major** emphasis on promotion and print materials, including the Participants Manual and conference signage

The CEO, or his/her designee, will be introduced and acknowledged at the Opening Session.

**Full-page program acknowledgment** in Participants Manual

**Booth space will be provided in our exhibit hall** at which your organization and its products can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags







## Monday Opening Keynote Session Exclusive Sponsor

**\$3,500**

**Dedicated PowerPoint slide** will be displayed throughout the Opening Keynote Session indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor PowerPoint slide, displayed throughout the conference

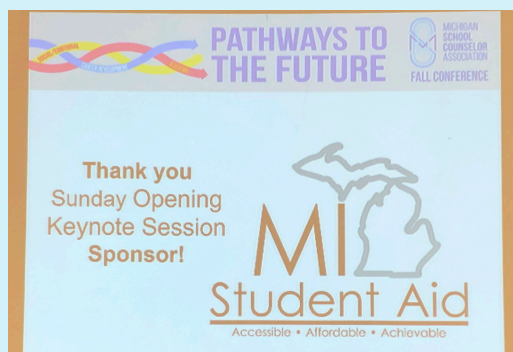
**Logo recognition on signage** at the entrance to the Opening Keynote Session

The CEO, or his/her designee will be introduced at the Opening Keynote Session and given **5 minutes to greet guests.**

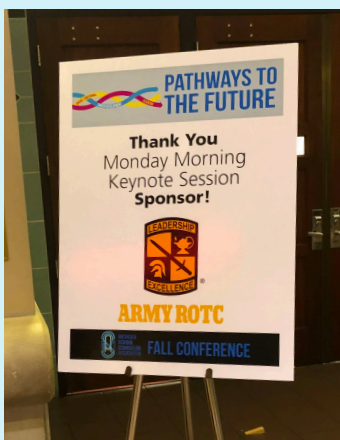
**A booth in our exhibit hall** at which your organization and its products or services can be promoted (Valued at \$500)

**Full-page program acknowledgment** in the Participants Manual

Opportunity to insert materials into Participant's Tote Bags







## Tuesday Morning Keynote Session Exclusive Sponsor

**\$4,000**

**Dedicated PowerPoint slide** will be displayed throughout the Tuesday Morning Keynote Session indicating your organization as the sponsor and noted as such in the Participants Manual.

**Prominent logo recognition** on the main sponsor PowerPoint slide, displayed throughout the conference

**Logo recognition on signage** at the entrance to the Tuesday Morning Keynote Session

The CEO, or his/her designee will be introduced at the Tuesday Morning Keynote Session and given **5 minutes to greet guests.**

**A booth in our exhibit hall** at which your organization and its products or services can be promoted (Valued at \$500)

**Full-page program acknowledgment** in the Participants Manual

Opportunity to insert materials into Participant's Tote Bags





## Celebration Luncheon— Tuesday Sponsorship

This luncheon will feature the presentation of MSCA Celebration in various categories.

**\$4,000**

**Dedicated PowerPoint slide** will be displayed throughout the Celebration Luncheon indicating your organization as the sponsor and also noted as such in the Participants Manual

Prominent logo placement on the main sponsor recognition PowerPoint slide, displayed throughout the conference

**Logo recognition on signage** at the entrance to the Luncheon

The CEO, or his/her designee will be introduced at the Luncheon and given **5 minutes to greet guests**. The CEO, or his/her designee, will be seated at the head table.

**One table** at the Celebration Luncheon: Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other special guests.

**A booth in our exhibit hall** at which your organization and its products or services can be promoted (Valued at \$500)

**Full-page program acknowledgment** in the Participant's Manual

Opportunity to insert materials into Participants' Tote Bags







## Promotional Items Sponsorship

### PARTICIPANTS TOTE BAG

\$3,000

The organization's name and logo will be the **only sponsor** featured on the Participants Tote Bag.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

Full-page program acknowledgment in Participants Manual

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags

### PARTICIPANTS MANUAL

\$2,500

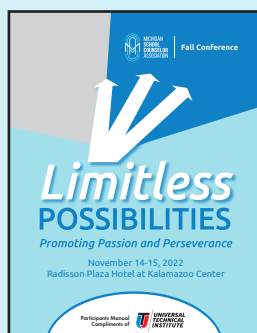
The organization's name and logo will be the **only sponsor** indicated on the front of the Participants Manual, and will also be indicated on every page.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

Full-page program acknowledgment in Participants Manual

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags







## Breakfast and Refreshment Break Sponsorships

### Breakfast Sponsorship

**\$2,250**

Specific **major signage (way-finders)** will be displayed at this event indicating your organization as the sole sponsor

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

**Full-page program acknowledgment in Participants Manual**

### Coffee/Refreshment Break

**\$2,250**

Specific **major signage (way-finders)** will be displayed at this event indicating your organization as the sole sponsor

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

**Full-page program acknowledgment in Participants Manual**



## President's Reception Sponsor

**\$2,500**

Specific, **major signage** will be displayed at the President's Reception indicating your organization as the sponsor and noted as such in the Participants Manual.

**Reservations for four** at the President's Reception. Reservations may be used for organization employees or other special guests.

The CEO, or his/her designee, will be introduced at the President's Reception and **given three to five minutes to formally greet the participants.**

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

**A booth in our exhibit hall** at which your organization and its products or services can be promoted (Valued at \$500).

**Full-page program acknowledgment** in Participants Manual

Opportunity to insert materials into Participant's Tote Bags





## Registration & Information Center Sponsorship

**\$2,500**

**Way-finders** will be strategically placed in the Registration & Information Area indicating your organization as the sole sponsor and also noted as such in the Participants Manual

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

The CEO, or his/her designee, will be recognized at the Celebration Luncheon

**A booth in our Exhibit Hall** at which your organization and its products or services can be promoted (Valued at \$500)

**Full-page program acknowledgment** in Participants Manual

