



MARYLAND
SCHOOL
COUNSELOR
ASSOCIATION



SPARKING CHANGE IGNITING PASSION

MARCH 17-18, 2024
HYATT REGENCY CHESAPEAKE BAY, CAMBRIDGE, MD

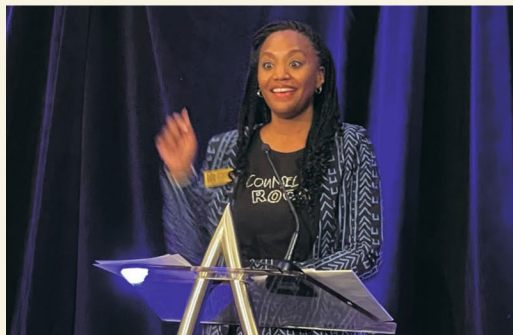
SPONSORSHIP PACKAGE



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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 \$400)
- Contact list of all attendees provided at the conclusion of the conference

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



BENEFITS RECEIVED BY ALL SPONSORS



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Major Sponsor Levels



GOLD LEVEL

\$5,000

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

One table at the Awards Luncheon: Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$160)

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

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 \$400).

Opportunity to insert materials into Participant's Tote Bags

SILVER LEVEL

\$3,000

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

Six reservations at the Awards Luncheon: Seats will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$120)

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

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 \$400).

Opportunity to insert materials into Participant's Tote Bags

MAJOR SPONSOR LEVELS



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Sunday Afternoon Keynote Workshop Exclusive Sponsor



\$3,000

.....
Exclusive Logo recognition on signage at the entrance to the Keynote Workshop
.....

.....
Prominent logo recognition on the main sponsor banner, displayed throughout the conference
.....

.....
Major logo recognition on all printed conference promotional materials
.....

.....
Major logo recognition in Participant's Manual
.....

.....
Major logo recognition on conference website with clickable link
.....

.....
The CEO, or his/her designee will be introduced at the Keynote Workshop and given 3 minutes to greet guests.
.....

.....
A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400)
.....

.....
1/2 page program acknowledgment in the Participants Manual
.....



WORKSHOP EXCLUSIVE SPONSOR



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Sunday Evening President's Reception Sponsor



\$2,250

Major emphasis on all printed materials including the Participants Manual, conference signage and will be communicated as a **major** sponsor.

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 Opening Night Reception and **given three to five minutes to formally greet the participants.**

A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400).

Two reservations at the Awards Luncheon. Seats will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$40).

Acknowledgment in the Participants Manual.

Opportunity to insert materials into Participant's Tote Bags

PRESIDENT'S RECEPTION SPONSOR



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Monday Morning Kickoff General Session Exclusive Sponsor



\$3,000

Dedicated banner recognition will be displayed throughout the Monday Morning Kickoff General Session indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor banner, displayed throughout the conference

Logo recognition on signage at the entrance to the Monday Morning Kickoff General Session

The CEO, or his/her designee will be introduced at the Monday Morning Kickoff General Session and given **3 minutes to greet guests.**

Four reservations at the Awards 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 (Valued at \$80)

A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400)

Full-page program acknowledgment in the Participants Manual

Opportunity to insert materials into Participant's Tote Bags



OPENING KEYNOTE SESSION EXCLUSIVE SPONSOR



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Keynote Luncheon Sponsorship

\$4,000

Dedicated electronic banner recognition will be displayed throughout the Keynote Luncheon indicating your organization as the sponsor and also noted as such in the Participants Manual

Prominent logo recognition on the main sponsor recognition banner, displayed throughout the conference

Logo recognition on signage at the entrance to the Luncheon

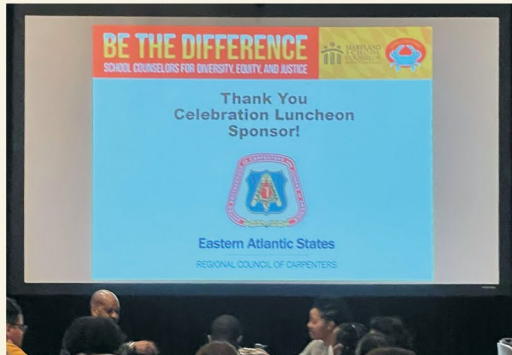
The CEO, or his/her designee will be introduced at the Luncheon and given **2 to 4 minutes to greet guests**. The CEO, or his/her designee, will be seated at the speaker's table.

One table at the Keynote 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 \$400)

Full-page program acknowledgment in the Participant's Manual

Opportunity to insert materials into Participants' Tote Bags



AWARDS LUNCHEON SPONSORSHIP



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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

Four employees or guests of your organization will be invited to the Awards Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

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 \$400).

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.

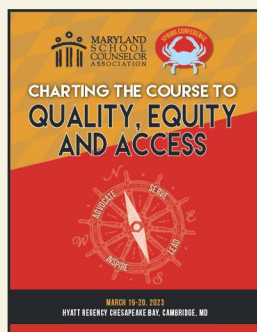
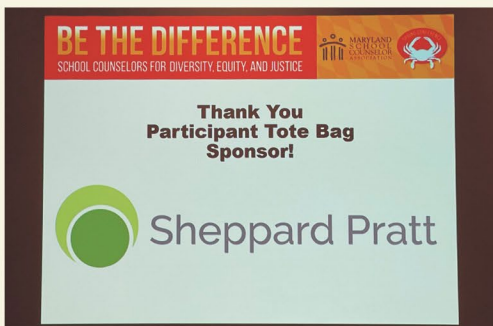
Inclusion of the organization's name and logo on major sponsor recognition signage

Three employees or guests of your organization will be invited to the Awards Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$60).

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 \$400).

Opportunity to insert materials into Participant's Tote Bags

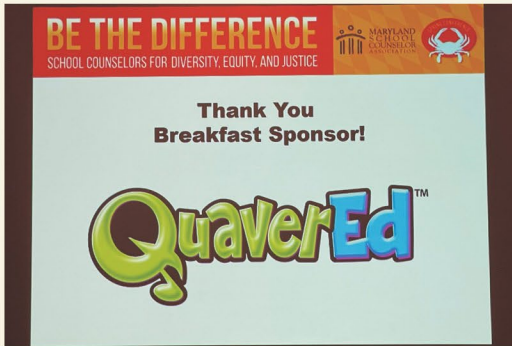


PROMOTIONAL ITEMS SPONSORSHIP



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Refreshment Breaks Sponsorship

Continental 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

Two employees or guests of your organization will be invited to the Awards Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$40).

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400).

1/2-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

Two employees or guests of your organization will be invited to the Awards Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$40).

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400).

1/2-page program acknowledgment in Participants Manual

REFRESHMENT BREAKS SPONSORSHIP



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Registration & Information Center Sponsorship

\$2,250

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

Major recognition on general signage

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

Three reservations at the Awards Luncheon: Seats will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$60)

A booth in our Exhibit Hall at which your organization and its products or services can be promoted (Valued at \$400)

1/2-page program acknowledgment in Participants Manual



REGISTRATION & INFORMATION CENTER SPONSORSHIP