



MICHIGAN
SCHOOL
COUNSELOR
ASSOCIATION

Fall Conference



**LEAD.
EMPOWER.
ADVOCATE.**

The background of the central text area features a vibrant sunset or sunrise over a forested landscape. A silhouette of a hiker with a backpack stands on a rocky outcrop on the left, looking at a map. The sky transitions from a deep blue at the top to a bright yellow and orange near the horizon, with a large sun partially visible on the right. The foreground shows the dark silhouettes of evergreen trees.

November 18-19, 2024

Radisson Plaza Hotel at
Kalamazoo Center

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 the Conference App
- 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.

BENEFITS RECEIVED BY ALL SPONSORS

Major Sponsor Levels



GOLD LEVEL

\$5,000

Primary/lead emphasis on promotion and print materials, including on the Conference App and conference signage

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

3 Push Notifications from the App featuring only the Gold Level Sponsor.

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 on the Conference App and conference signage

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

3 Push Notifications from the App featuring only the Silver Level Sponsor.

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

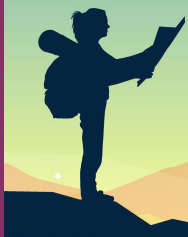
Opportunity to insert materials into Participant's Tote Bags





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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 on the Conference App.

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)

3 Push Notifications from the App featuring only the Monday Opening Keynote Session Sponsor.

Opportunity to insert materials into Participant's Tote Bags



MONDAY OPENING KEYNOTE SESSION EXCLUSIVE SPONSOR



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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 on the Conference App.

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)

3 Push Notifications from the App featuring only the Tuesday Morning Keynote Sponsor.

Opportunity to insert materials into Participant's Tote Bags



TUESDAY MORNING KEYNOTE SESSION EXCLUSIVE SPONSOR



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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 on the Conference App

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)

3 Push Notifications from the App featuring only the Celebration Luncheon Sponsor.

Opportunity to insert materials into Participants' Tote Bags



CELEBRATION LUNCHEON—TUESDAY 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 Conference App

2 Push Notifications from the App featuring only the Participant's Bag Sponsor.

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

PARTICIPANT'S CONFERENCE APP

\$2,500

The organization's name and logo will be the **only sponsor** indicated on the front page of the Conference App.

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

2 Push Notifications from the App featuring only the Participant's Conference App Sponsor.

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

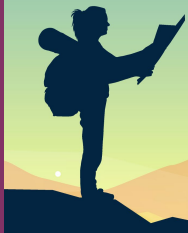


PROMOTIONAL ITEMS SPONSORSHIP



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Breakfast and Refreshment Break Sponsorships

Breakfast Sponsorship

Coffee/Refreshment Break

\$2,250

\$2,250

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

Specific **major signage (wayfinders)** 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 Conference App

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

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

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

2 Push Notifications from the App featuring only the Breakfast Sponsor.

2 Push Notifications from the App featuring only the Coffee/Refreshment Break Sponsor.

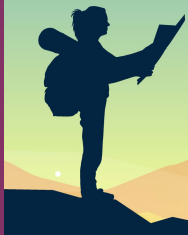


BREAKFAST AND REFRESHMENT BREAK SPONSORSHIPS



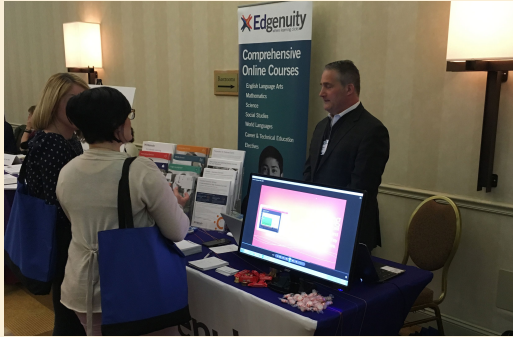
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President's Reception Sponsor

\$2,500

Specific, **major signage** will be displayed at the President's Reception indicating your organization as the sponsor and noted as such on the Conference App.

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 Conference App

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

2 Push Notifications from the App featuring only the President's Reception Sponsor.

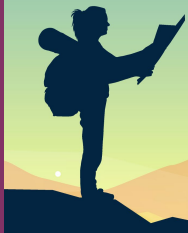
Opportunity to insert materials into Participant's Tote Bags

PRESIDENT'S RECEPTION SPONSOR



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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 on the Conference App

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

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)

2 Push Notifications from the App featuring only the Registration & Information Center Sponsor.



REGISTRATION & INFORMATION CENTER SPONSORSHIP