



MARYLAND
SCHOOL
COUNSELOR
ASSOCIATION



Navigating the Waves of INNOVATION



**March 23–24, 2025
Hyatt Regency Chesapeake Bay,
Cambridge, MD**

SPONSORSHIP PACKAGE



Benefits Received By All Sponsors

All major sponsors who provide at least \$2,000 in cash will receive the following benefits:

- Logo recognition on promotional materials
- E-blast features your organization
- Logo recognition on 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 \$450)
- Contact list of all attendees provided at the conclusion of the conference

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





Navigating the Waves of INNOVATION



Major Sponsor Levels



GOLD LEVEL

\$5,000

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

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 guests (Valued at \$320)

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

Full-page advertisement in 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 \$450).

Opportunity to insert materials into Participant's Tote Bags

SILVER LEVEL

\$3,000

Major emphasis on promotion and print materials, including the Conference App and conference signage

Six reservations at the Keynote Luncheon: Seats will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$240)

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

Full-page advertisement in Conference App

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$450).

Opportunity to insert materials into Participant's Tote Bags

Sunday Afternoon Keynote Workshop Exclusive Sponsor



- \$3,250

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

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

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Major logo recognition on all printed conference promotional materials

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Major logo recognition in Conference App

.....

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 \$450)

.....

Full-page advertisement in the Conference App



WORKSHOP EXCLUSIVE SPONSOR

Sunday Evening President's Reception Sponsor



\$2,500

Major emphasis on all printed materials including the Conference App, 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 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**.

A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450).

Two reservations at the Keynote Luncheon. Seats will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Full page advertisement in the Conference App.

Opportunity to insert materials into Participant's Tote Bags

Sunday Evening Awards Soirée (Dinner) Sponsor



\$2,500

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

Specific, **major signage** will be displayed at the Awards Soirée indicating your organization as the sponsor and noted as such in the Conference App.

Reservations for four at the Awards Soirée. Reservations may be used for organization employees or other special guests.

The CEO, or his/her designee, will be introduced at the Awards Soirée 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 \$450).

Two reservations at the Keynote Luncheon. Seats will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Full page advertisement in the Conference App.

Opportunity to insert materials into Participant's Tote Bags



Monday Morning Kickoff General Session Exclusive Sponsor



\$3,250

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 Conference App.

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 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 (Valued at \$160)

A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450)

Full-page advertisement in the Conference App

Opportunity to insert materials into Participant's Tote Bags

Keynote Luncheon Sponsorship

\$4,250

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

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

Logo recognition on signage at the entrance to the Luncheon

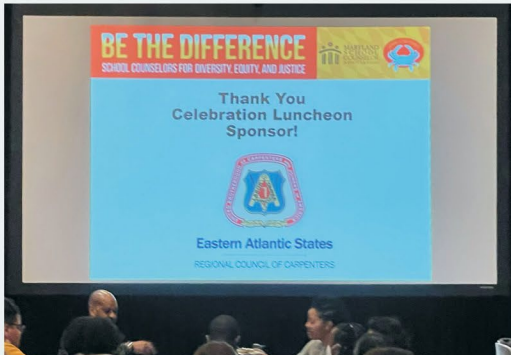
The CEO, or his/her designee will be introduced at the Luncheon and given **2 to 4 minutes to greet guests**. The CEO, or his/her designee, will be seated at the speaker's table.

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. (Valued at \$320)

A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450)

Full-page advertisement in the Conference App

Opportunity to insert materials into Participants' Tote Bags



Promotional Items Sponsorship



PARTICIPANTS TOTE BAG

\$3,250

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

PARTICIPANTS MANUAL

\$3,000

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



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

Four employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$160).

Three employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$120).

Full-page advertisement in Conference App

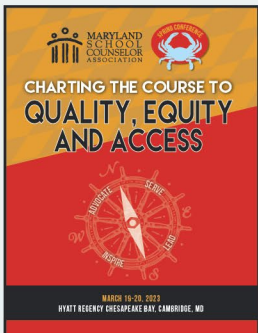
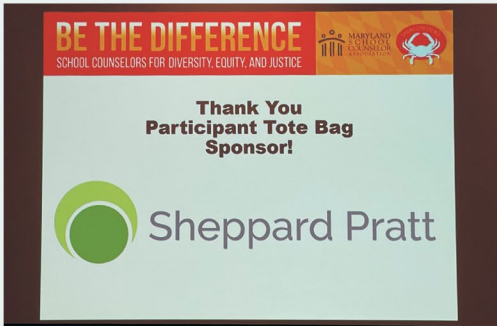
Full-page advertisement in Conference App

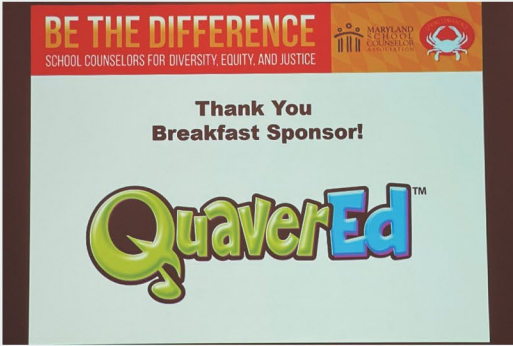
Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450).

Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450).

Opportunity to insert materials into Participant's Tote Bags

Opportunity to insert materials into Participant's Tote Bags





Refreshment Breaks Sponsorship

Continental Breakfast Sponsorship	Coffee/Refreshment Break
\$2,500	\$2,500
Specific major signage (way-finders) will be displayed at this event indicating your organization as the sole sponsor	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 Conference App	Inclusion of the organization's name and logo on major sponsor recognition signage and on the Conference App
Two employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).	Two employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).
Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450).	Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$450).
Full-page advertisement in Conference App	Full-page advertisement in Conference App



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 Conference App

Major recognition on general signage

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

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

A booth in our Exhibit Hall at which your organization and its products or services can be promoted (Valued at \$450)

Full-page advertisement in Conference App

REGISTRATION & INFORMATION CENTER SPONSORSHIP