MICHIGAN SCHOOL COUNSELOR ASSOCIATION

2020 VISION
FOCUS ON THE WHOLE CHILD
FALL CONFERENCE

NOVEMBER 16-17, 2020
LANSING CONVENTION CENTER

SPONSORSHIP PACKAGE
Benefits Received By All Sponsors

All major sponsors that provide at least $1,250 will receive the following benefits:

- Logo recognition in conference e-mail invitations:
  - List includes: approximately 2,100 counselors, directors of counseling, key administrators, and superintendents

- Logo recognition in the Participant’s Manual
  - approximately 400

- Logo placed on general sponsor recognition signage at the event

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

- VIP seating at the conference’s Celebration Luncheon

- Association with a first class event

- Name recognition and/or logo on MSCA and National Center for Youth Issues’ websites

The following pages indicate additional benefits available for designated sponsorship levels.
## Major Sponsor Levels

### GOLD LEVEL

- **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 $400).
- Opportunity to insert materials into Participant’s Tote Bags.

**$5,000**

### SILVER LEVEL

- 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 $400).
- Opportunity to insert materials into Participant’s Tote Bags.

**$3,000**
Monday Opening Keynote Session Exclusive Sponsor

$3,000

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 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)

Full-page program acknowledgment in the Participants Manual

Opportunity to insert materials into Participant’s Tote Bags
Tuesday Morning Keynote Session Exclusive Sponsor

$3,500

- **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 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)
- **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 Luncheon in various categories.

$3,000

- 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 2 to 4 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 $400)
- Full-page program acknowledgment in the Participant’s Manual
- Opportunity to insert materials into Participants’ Tote Bags
# Promotional Items Sponsorship

<table>
<thead>
<tr>
<th>PARTICIPANTS TOTE BAG</th>
<th>PARTICIPANTS MANUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$2,500</strong></td>
<td><strong>$2,000</strong></td>
</tr>
<tr>
<td>The organization's name and logo will be the <em>only sponsor</em> featured on the Participants Tote Bag.</td>
<td>The organization's name and logo will be the <em>only sponsor</em> indicated on the front of the Participants Manual, and will also be indicated on every page.</td>
</tr>
<tr>
<td>Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual</td>
<td>Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual</td>
</tr>
<tr>
<td><strong>Full-page program acknowledgment in Participants Manual</strong></td>
<td><strong>Full-page program acknowledgment in Participants Manual</strong></td>
</tr>
<tr>
<td>Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at $400).</td>
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</tr>
<tr>
<td>Opportunity to insert materials into Participant’s Tote Bags</td>
<td>Opportunity to insert materials into Participant’s Tote Bags</td>
</tr>
</tbody>
</table>
# Breakfast and Refreshment Break Sponsorships

<table>
<thead>
<tr>
<th>Breakfast Sponsorship</th>
<th>Coffee/Refreshment Break</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,500</strong></td>
<td><strong>$1,250</strong></td>
</tr>
<tr>
<td>Specific <strong>major signage (way-finders)</strong> will be displayed at this event indicating your organization as the sole sponsor</td>
<td>Specific <strong>major signage (way-finders)</strong> will be displayed at this event indicating your organization as the sole sponsor</td>
</tr>
<tr>
<td>Inclusion of the organization’s name and logo on major sponsor recognition signage and on the Participants Manual</td>
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</tr>
<tr>
<td>Booth space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at $400).</td>
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</tr>
<tr>
<td>1/2-page program acknowledgment in Participants Manual</td>
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</tr>
</tbody>
</table>
President’s Reception Sponsor

$1,500

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 $400).

1/2-page program acknowledgment in Participants Manual

Opportunity to insert materials into Participant’s Tote Bags
Registration & Information Center Sponsorship

$2,000

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 $400)

1/2-page program acknowledgment in Participants Manual.