SPRING CONFERENCE

PATHWAYS TO THE FUTURE

APRIL 5-6, 2021
BOSTON MARRIOTT NEWTON • NEWTON, MA

SPONSORSHIP PACKAGE
Benefits Received By All Sponsors

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

- Name recognition on conference e-mail invitations:
  - List includes: approximately 2,100 counselors, directors of counseling, key administrators, and superintendents.
  - Participant’s Manual – approximately 400

- Logo recognition placed on general sponsor recognition signage at the event.
  - Recognition from the stage

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

- VIP seating at the conference’s Awards Luncheon

- Association with a first class event

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

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

<table>
<thead>
<tr>
<th><strong>GOLD LEVEL</strong></th>
<th><strong>SILVER LEVEL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$5,000</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td><strong>Primary/lead</strong> emphasis on promotion and print materials, including the Participants Manual and conference signage</td>
<td><strong>Major emphasis on promotion and print materials, including the Participants Manual and conference signage</strong></td>
</tr>
<tr>
<td><strong>One table</strong> 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)</td>
<td><strong>Six reservations</strong> 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)</td>
</tr>
<tr>
<td>The CEO, or his/her designee, will be introduced and acknowledged at the Awards Luncheon.</td>
<td>The CEO, or his/her designee, will be introduced and acknowledged at the Awards Luncheon.</td>
</tr>
<tr>
<td><strong>Full-page program acknowledgment</strong> in Participants Manual</td>
<td><strong>Full-page program acknowledgment</strong> in Participants Manual</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 $500).</td>
<td>Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $500).</td>
</tr>
<tr>
<td>Opportunity to insert materials into Participant’s Tote Bags</td>
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</tr>
</tbody>
</table>
Opening Keynote Session Exclusive Sponsor

$3,000

- **Dedicated banner recognition** 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 banner, 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.

- **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 $500)

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

- Opportunity to insert materials into Participant’s Tote Bags
Pre-Conference Keynote Session Exclusive Sponsor

$1,500

- Exclusive Logo recognition on signage at the entrance to the Pre-Conference Keynote Session
- 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 Pre-Conference 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 $500)
- 1/2 page program acknowledgment in the Participants Manual
## Promotional Items Sponsorship

<table>
<thead>
<tr>
<th>Participants Tote Bag</th>
<th>Participants Manual</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

- 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 $500).

- Opportunity to insert materials into Participant’s Tote Bags.
Awards Luncheon Sponsorship

This luncheon will feature the presentation of MASCA awards in various categories.

$4,000

- **Dedicated electronic banner recognition** will be displayed throughout the Award’s 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 Ceremony 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 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.

- **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.
## Refreshment Breaks Sponsorship

<table>
<thead>
<tr>
<th>Breakfast Sponsorship</th>
<th>Coffee/Refreshment Break</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,250</strong></td>
<td><strong>$1,250</strong></td>
</tr>
<tr>
<td>Specific major signage (way-finders) will be displayed at this event indicating your organization as the sole sponsor.</td>
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</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>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).</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 $500).</td>
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</tr>
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<td>1/2-page program acknowledgment in Participants Manual</td>
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</tbody>
</table>
President’s Reception Sponsor

$1,500

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 $500).

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
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.

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 $500).

1/2-page program acknowledgment in Participants Manual.