MASBVIP
Very Important Partner

2013 Advertising, Sponsorship and VIP Information

LeadStrong

MASB VIP
Very Important Partner

VIP Membership, Sponsorship & Advertising Benefits

Join MASB's VIP Membership Program and boost your influence on buying decisions and create goodwill among school decision makers. Your associate membership makes you a VIP (Very Important Partner) in public education in Michigan and in MASB's leadership development efforts. Your annual membership fee of $635 helps support development of school leaders across the state.

MASB's VIP program offers great opportunities to businesses that want to:

- Become more informed about Michigan education and how it works.
- Be more visible to those who make school purchasing decisions.
- Join the growing ranks of business firms that support public education.

VIP Membership Benefits

- Articles published in *VIP Focus*—an annual e-publication featuring VIP news, best practices and tips for board members. *VIP Focus* reaches more than 5,000 education leaders.
- Free listing in the online VIP Member Directory on MASB's website.
- Special recognition at MASB activities.
- Office plaque commemorating your support for public education.
- Free subscription to *Headlines* and *Between Headlines* newsletters.
- Advance notice and first choice at School Products & Services Exhibit Show.
- Ten percent discount off exhibit booths at School Products & Services Exhibit Show.
- Special listing in *Annual Conference Program & Exhibit Show Directory*.
- Opportunity to present an educational clinic session with a district partner at Annual Conference.
- Access to MASB conferences at member rates.
- Advance notice of opportunities to sponsor MASB events.
- Opportunities to network with MASB members and board of directors.

Return on Investment

- Reinvestment into public education and students—our most precious asset.
- Shows your commitment to social and corporate responsibility.
- Great return on investment of your marketing dollars with exclusive exposure opportunities and a low cost per reach.
- Be in the know about important developments and legislation concerning public education.
- Be part of a statewide network of like-minded individuals committed to public service.

Information

- Contact Cheval Breggins, project manager, 517.327.5906, cbreggins@masb.org.

Online Store—Easily purchase VIP membership, sponsorships and advertising.

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VIP Application 2013

2013 (Jan. thru Dec.) VIP Associate Membership ...$635

Representative's Name _____

Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Description of Your Business _____

_____

Questions? Contact Cheval Breggins, project manager • 517.327.5906, cbreggins@masb.org

Your VIP membership entitles you and/or another member of your corporate marketing executive staff to free subscriptions of *Headlines* and *Between Headlines*, MASB's weekly education news reports. Please list below a member of your business who should receive complimentary copies.

Name _____

Title _____

Department/Division _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Payment

For Easier Payment & Checkout, Go To Our Online Store

❒ VISA ❒ MASTERCARD Exp. Date _____ 3-digit Code _____

Account Number _____

Signature _____

Date _____

Make check payable to:
Michigan Association of
School Boards

Amount Enclosed _____

Check Number _____

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Sponsorships 2013

Sponsorship of MASB conferences, events and workshops are great ways to be more visible to Michigan's school decision makers, while also demonstrating commitment to public education. Your sponsorship, enables MASB to deliver quality programming to our members, enhancing their effectiveness and improving education. MASB offers several sponsorship levels to meet your needs.

Diamond Level: $12,000

- VIP membership benefits*
- Six complimentary Annual Conference registrations (value $1,998)
- Acknowledgement in printed materials and signage
- Meals, including one lunch with MASB members
- Complimentary premium exhibit booth (value $845)
- Three exclusive webinar sponsorships (value $1,500)
- Mailing labels of conference attendees
- Speaking opportunity at sponsored event (5-10 minutes to introduce your company)
- Marketing material placed in conference bags or hotel room of attendees* (hotel delivery fee extra)
- VIP membership for one calendar year when sponsoring an event at Annual Conference (value $635)

Platinum Level: $5,500

- VIP membership benefits*
- Four complimentary Annual Conference registrations (value $1,332)
- Acknowledgement in printed materials and signage
- Meals, including one lunch with MASB members
- Complimentary regular exhibit booth (value $795)
- Two exclusive webinar sponsorships (value $1,000)
- Introduced at sponsored session (provide handouts at sponsored session)
- Mailing labels of conference attendees
- VIP membership for one calendar year when sponsoring an event at Annual Conference (value $635)

Gold Level: $4,000

- VIP membership benefits*
- Three complimentary Annual Conference registrations (value $999)
- Acknowledgement in printed materials and signage
- Meals, including one lunch with MASB members
- Verbal recognition at sponsored event
- Table top display in registration area
- One exclusive webinar sponsorship (value $500)
- VIP membership for one calendar year when sponsoring an event at Annual Conference (value $635)

Silver Level: $3,000**

- VIP membership benefits*
- Two complimentary Annual Conference registrations (value $666)
- Meals, including one lunch with MASB members
- Acknowledgement in printed materials and signage

Bronze Level: $2,000**

- VIP membership benefits*
- Complimentary registration to Annual Conference (value $333)
- Acknowledgement in printed materials and signage
- Opportunity to designate sponsorship towards printing MASB's Annual Conference bags/pens with company logo. (first come opportunity, one sponsor per year.)

Recognition Level: $1,500**

- Acknowledgement in printed materials and signage

VIP Membership: $635

- VIP membership is required to be eligible for sponsorship levels. One calendar year membership dues are included in sponsorships at the Gold Level and above.

*For specific monetary amounts ($500 minimum) contact Cheval Breggins, 517.327.5906. * See page two for detailed list of VIP benefits. ** Complimentary one year VIP membership not included. VIP membership must be purchased separately.*

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Sponsorship Form 2013

1. Fill in your sponsorship contact information.

Name of company

Contact person

Phone Fax

Email

Address

City State Zip code

2. Select your sponsorship level for the year.

- ❒ Diamond Level $12,000
- ❒ Platinum Level $5,500
- ❒ Gold Level $4,000

(Sponsor an event at the Annual Conference at any of the above levels and receive a VIP membership for one calendar year.)

- ❒ Silver Level $3,000
- ❒ Bronze Level $2,000
- ❒ Recognition Level $1,500

(Complimentary one year VIP membership isn't included for the Silver, Bronze or Recognition Levels.)

- ❒ VIP Membership $635
- ❒ Sponsor Specific Amount _____

(Minimum $500 required; contact Cheval Breggins, 517.327.5906)

Event Sponsorships

- ❒ Board Leadership Workshops
- ❒ CBA Weekends
- ❒ New Board Member Institute
- ❒ NSBA Michigan Reception
- ❒ Annual Conference, Oct. 24-27, 2013, Lansing
- ❒ Annual Conference, Nov. 6-9, 2014, Grand Rapids

3. Fill in your payment information and fax or mail.

Credit Card

For Easier Payment & Checkout, Go To Our Online Store

❒ VISA ❒ MASTERCARD Exp. Date_____ 3-digit Code _____

Account Number

Signature

Check

❒ Check enclosed made payable to MASB

Check# _____

❒ Check to follow. Sponsorship form faxed in advance.

Fax form to Cheval Breggins at 517.327.0776. Mail completed form and payment to MASB Business Office, 1001 Centennial Way, Ste. 400, Lansing, MI 48917-8249

LeadStrong

Mission

MASB provides quality educational leadership services to all Michigan boards of education and advocates for student achievement and public education.

Contact

Michigan Association of School Boards
1001 Centennial Way, Suite 400
Lansing, MI 48917
800.968.4627
www.masb.org