



2012 MSAE Diamond Awards

Thursday, September 27, 2012 | 5:30 p.m. Reception | 6:30 p.m. Dinner & Awards
The Henry, Autograph Collection Hotel | Dearborn, Michigan

Sponsorship Opportunities

The Michigan Society of Association Executives asks for your support of the 11th Annual Diamond Awards as we recognize the excellence, innovation and achievements in the association industry and honor outstanding individuals who have made significant contributions to the association profession.

Please complete the Sponsorship Commitment Form on Page 3 and return to MSAE with payment to secure your sponsorship.

All sponsor organizations will:

- ◆ Recognition in promotion materials mailed to more than 1,000 MSAE members and their staff. Secure your sponsorship with payment by Friday, March 2, 2012 to be listed in the Call for Entries brochure.
- ◆ Receive recognition on signage at the banquet.
- ◆ Receive verbal recognition at the banquet.
- ◆ Experience the excitement of the announcement of winners from a prominent seat.
- ◆ Network with an impressive audience of association professionals.
- ◆ Demonstrate your support for the association industry in Michigan.

~~Diamond Sponsor~~ ————— ~~\$2,500~~ **SOLD**

(Opportunity limited. First come first serve)

- ◆ Prominently mentioned in all press releases and interviews regarding the event.
- ◆ Complimentary full-page black & white advertisement in the November/December issue of Association IMPACT™ near the list of award winners.
- ◆ Six complimentary tickets for the event with special seating.
- ◆ Hyperlink from MSAE website to your website.
- ◆ Listed in promotional materials.
- ◆ Sponsorship verbally announced at the event.
- ◆ Recognition in the onsite event program.
- ◆ Time at the lectern to welcome attendees and introduce the Master of Ceremonies of the event.

~~Reception Sponsor~~ ————— ~~\$1,500~~ **SOLD**

(Opportunity limited. First come first serve)

- ◆ Opportunity to welcome guests to the Awards Reception.
- ◆ Six complimentary tickets for the event with special seating.
- ◆ Recognition in Association IMPACT™ as being a sponsor.
- ◆ Hyperlink from MSAE website to your website.
- ◆ Listed in promotional materials.
- ◆ Sponsorship verbally announced at the event.
- ◆ Recognition in the onsite event program.

Gold Sponsor**\$1,000**

- ◆ Four complimentary tickets for the event with special seating.
- ◆ Recognition in Association IMPACT™ as being a sponsor.
- ◆ Hyperlink from MSAE website to your website.
- ◆ Listed in promotional materials.
- ◆ Sponsorship verbally announced at the event.
- ◆ Recognition in the onsite event program.

Silver Sponsor**\$500**

- ◆ Two complimentary tickets for the event with special seating.
- ◆ Recognition in Association IMPACT™ as being a sponsor.
- ◆ Hyperlink from MSAE website to your website.
- ◆ Listed in promotional materials.
- ◆ Sponsorship verbally announced at the event.
- ◆ Recognition in the onsite event program.

Bronze Sponsor**\$250**

- ◆ One complimentary ticket for the event with special seating.
- ◆ Recognition in Association IMPACT™ as being a sponsor.
- ◆ Listed in promotional materials.
- ◆ Sponsorship verbally announced at the event.
- ◆ Recognition in the onsite event program.

In-Kind Sponsor

There are a variety of in-kind sponsorship opportunities available. If you are interested in one of these opportunities or have another idea, please contact Annie McIntosh at meetings@msae.org or 517.332.6723. In-kind opportunities include:

- ◆ Printing of the awards banquet invitation and onsite program
- ◆ Entertainment at the reception
- ◆ Wine service at dinner
- ◆ Photography
- ◆ Signage
- ◆ Floral arrangements and décor at the banquet
- ◆ Audio visual services
- ◆ Staging for the banquet
- ◆ Awards trophies and plaques
- ◆ Mementos for the attendees



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Sponsorship Commitment Form

Each sponsorship includes a specially tailored package. See Sponsorship Opportunities on pages 1 and 2 for details. Please select the item your organization wishes to sponsor at the 2012 Diamond Awards. Sponsorship is on a first come first serve basis.

- ~~\$2,500 Diamond Sponsor~~ SOLD
- ~~\$1,500 Reception Sponsor~~ SOLD
- \$1,000 Gold Sponsor
- \$500 Silver Sponsor
- \$250 Bronze Sponsor
- In-Kind Sponsor (please indicate opportunity): _____

Name: _____ Title: _____

Organization: _____
(as it should appear on website, signage and in promotional materials)

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Payment Method: Check Payable to MSAE Visa Master Card Discover American Express

Credit Card Number: _____ Expiration: _____

Cardholder Name: _____ Customer Code: _____

Signature: _____ Total Sponsorship: _____

Thank you for your sponsorship. Please direct questions to Annie McIntosh, meetings@msae.org or 517.332.6723 and return this Sponsorship Commitment Form by Friday, March 2, 2012 to be listed in the Call for Entries brochure to:
Michigan Society of Association Executives
1350 Haslett Road
East Lansing, MI 48823
[p] 517.332.6723 [f] 517.332.6724