



## 2010 MSAE Legislative Conference Partnership Opportunities

Tuesday, February 16, 2010  
Lansing Center, downtown Lansing

### RECEPTION (Co-sponsorship)

#### Gold - \$3,500

This sponsorship offers a great deal of exposure before and at the conference. Sponsorship includes prominent recognition in promotional materials, recognition in onsite brochure and on MSAE's web site, a display table in the reception area, signage at conference, SIX complimentary registrations and the opportunity to handle the script portion that invites participants to the reception.

#### Legislative - \$1,500

Sponsorship includes a display table in the ballroom, recognition in promotional materials, recognition in onsite brochure and on MSAE's web site, signage at conference and FIVE complimentary registrations.

### PROMOTIONAL BROCHURE - \$ 2,000 or in-kind

This is the opportunity to sponsor in cash or print in-kind the conference brochure, which is the main promotional and registration piece for the event mailed to nearly 2,000 individuals. Sponsorship includes one full-page, four-color ad in the brochure, recognition in promotional materials, recognition in onsite brochure and on MSAE's web site, signage at conference. (First cvom

### ROLL CALL SPONSORSHIP - \$ 2,000.00

*RESERVED TABLE FOR 6* COMPLEMENTARY REGISTRATIONS! Sponsorship includes a display table in the ballroom, recognition in promotional materials, onsite brochure and on MSAE's web site, signage at conference and SIX complimentary registrations (reserved table).

### ON THE HILL SPONSORSHIP - \$ 1,000.00

The "On The Hill" sponsorship offers THREE complimentary conference registrations, a display table in the ballroom, recognition in promotional materials, recognition in onsite brochure and on MSAE's web site and signage at the conference.

### JUDICIAL SPONSORSHIP - \$ 500.00

Sponsor receives TWO complimentary conference registrations, recognition in promotional materials, recognition in onsite brochure and on MSAE's web site and signage at the conference.

### PAGE SPONSORSHIP - \$ 250.00

Sponsor receives ONE complimentary conference registration, recognition in promotion materials, recognition in onsite brochure and on MSAE's web site and signage at the conference.

***Please complete the sponsorship form and return it with payment to MSAE by  
Wednesday, January 13, 2010, to be included in the registration brochure.***



2010 MSAE Legislative Conference
Sponsorship Commitment Form
Tuesday, February 16, 2010
Lansing Center, downtown Lansing

Our company, \_\_\_\_\_, is pleased to be a 2010 MSAE Legislative Conference sponsor of the item(s) noted below. I understand that MSAE staff will contact the person listed below two weeks before the conference to confirm the names of the complimentary registrant(s).

Reception Sponsorship (co-sponsorship)

- Gold Sponsorship \$3,500
Legislative Sponsorship \$1,500

Promotional Sponsorship \$2,000.00 or in-kind

Roll Call Sponsorship \$2,000.00

The above listed sponsorship opportunities are available on a first-come, first-served basis.

- On The Hill Sponsorship \$1,000.00
Judicial Sponsorship \$ 500.00
Page Sponsorship \$ 250.00

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Methods: Check Enclosed Visa Master Card

Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ Customer Code: \_\_\_\_\_
(last three digits in signature panel)

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Thank you for your sponsorship. Please return this form with your payment to MSAE. You may fax or email the form back to MSAE by Wednesday, January 13, 2010, to be included in the registration brochure. Please contact Nichole Tilma, tilma@msae.org, with questions or concerns.