SPONSORSHIP CATALOG

Questions? Contact Maryanne Greketis, CMP at 517-332-6723 OR greketis@msae.org
Thanks for allowing MSAE to partner in your marketing and sales efforts to the association industry! We remain dedicated and committed to providing you with a return on investment.

Your continued support and partnership enables MSAE to produce quality learning experiences for association professionals and supplier partners, as well as meaningful networking opportunities.

Whether members work at the executive level or provide support with meeting planning, membership, sales or other areas, we are focused on meeting or exceeding their professional development needs.

The 2018 Sponsorship Catalog has been streamlined to make selection easier to understand. We have worked diligently to focus on your goal: to connect with association leaders and get the best ROI for you and your business.

Customized sponsorship opportunities are available to help best connect your organization with the associations and suppliers it wants to form a relationship with.

Although ORGPRO sponsorship opportunities are listed, the first right of refusal goes to the previous year sponsor. Premier Sponsors hold the first right of refusal on all sponsorships provided from the previous year.

MSAE desires to meet or exceed your expectations, we look at this as a shared opportunity to provide all of our members with the quality products and services they desire.

Please feel free to contact Maryanne F. Greketis, CMP, and career enrichment manager at 517-332-6723 or greketis@msae.org, if you have questions or need additional information.

Thank you for your continued support to MSAE members, and we look forward to working with you in the coming year!
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MSAE EXISTS TO ENSURE A KNOWLEDGEABLE, PROFESSIONAL AND SUCCESSFUL ASSOCIATION COMMUNITY.

+ About MSAE
Associations represent most industries, from homebuilders to healthcare. Take a second to think of an industry or profession and we bet there’s an association for that. The Michigan Society of Association Executives is proud to be the association for associations.

We are a not-for-profit membership organization that provides professional development, networking opportunities, resources and support to associations across Michigan and nationally.

+ By the Numbers
Over 300 associations and nonprofit organizations are members of MSAE. That’s 60% of all staffed associations in the state of Michigan. The majority of our members can be classified as philanthropic, professional or trade organizations.

Of our 300 plus member associations, we have over 1900 individual members from those organizations who attend events and receive publications. They in turn serve nearly 13 million individuals in Michigan and throughout the country.

300+
Over 300 associations & nonprofit organizations are members of MSAE.

1900+
MSAE has over 1900 individuals who receive member benefits.

60%
The 300 association member organizations represent 60% of all staffed association in the state of Michigan.

13 Million
Our members serve nearly 13 million individuals in Michigan and throughout the country.
A heart felt THANK YOU to our supplier partners for your continued support of our associations. The value proposition our members expect from us is high. It’s because of the active involvement of our supplier partners that makes it possible for MSAE members to have access to high quality education and programing.

Your financial support is certainly important, but your friendship, trust, and professional insight is so appreciated in helping our associations be successful. You make us look good in front of our members and I so appreciate that you do.
UPCOMING EVENTS & PROGRAMS

CAE Prep Course
Spring | Online

Virtual CMP Prep Course
Spring | Online

Operations Conference
January 22, 2018 | The Henry Center at MSU, East Lansing, MI

Associ8@5:08 Lansing
The third Wednesday of each month (excluding June – August and December)
Lansing Area Locations TBD

Associ8@5:08 Detroit
The second Thursday of each month (excluding June – August and December)
Detroit Area Locations TBD

Legislative and Public Policy Conference
February 13, 2018 | Radisson Hotel Lansing at the Capitol, Lansing, MI

Board of Directors Meetings
March/June/August/December Locations TBD

Government Affairs Academy
Spring 2018 | Lansing Area Location TBD

American Association Day
March 21, 2018 | Hyatt Regency Washington on Capitol Hill D.C.

Spring Golf Outing
May 21, 2018 | The Emerald, St. Johns

ORGPRO 2018 Annual Convention
July 10-12, 2018 | MotorCity Casino Hotel, Detroit

CAE Summit 2018 (now part of ORGPRO in July)

Classroom CMP Prep Course
Begins in August 2018 | MSAE Office, East Lansing

Member Engagement Conference
Fall 2018 | Detroit Area Location TBD

Diamond Awards Banquet
September 20, 2018 | Suburban Collection Showplace

CMP Summit
Fall 2018 | Location TBD

Association Choice Awards
Fall 2018 | Location TBD

Extraordinary Board Orientation
June and December | AMR Office, Okemos
MSAE’s publications represent the most effective, inexpensive way to market to the association sector in Michigan. Associations use the services and products marketed through MSAE’s publications and website because they support the companies that are invested in association success.

### PRINT

**Association IMPACT**

#### MSAE Member Rates (per insertion. all ads are 4-color)

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### DIGITAL

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**+ Diamond Partners — $30,000**

Diamond Partners are committed to spending $30,000 with MSAE in the 2018 calendar year. As a Diamond Partner you will receive the following benefits:

- Recognition/award at ORGPRO 2018 Annual Convention
- Name-badge sponsor ribbons by sponsor level
- Listing in rank order on MSAE website with partners’ logo and a link to website
- Reserved seating at VIP tables
- Lectern opportunities based on Sponsorship selections
- One (1) webinar on a timely topic
- One (1) podcast/radio show
- One (1) one-page article in the MSAE Association IMPACT magazine
- Brochure in new member welcome packet (sponsor provides handouts)
- Two (2) complimentary registrations for ORGPRO 2018 Annual Convention for your staff
- Four (4) complimentary basic registrations ($550 value each) for ORGPRO 2018 Annual Convention to be given to Diamond Partners’ Association Clients (i.e. Meeting Planners, Ex. Directors)

**+ Platinum Partners — $25,000**

Platinum Partners are committed to spending $25,000 with MSAE in the 2018 calendar year. As a Platinum Partner, you will receive the following benefits:

- Recognition/award at ORGPRO 2018 Annual Convention
- Name-badge sponsor ribbons by sponsor level
- Listing in rank order on MSAE website with partners’ logo and a link to the partners’ website
- Reserved seating at VIP tables
- Lectern opportunities based on Sponsorship Selections
- One (1) Webinar on a timely topic
- One (1) podcast/radio show
- Two (2) complimentary registrations for ORGPRO 2018 Annual Convention for your staff
- Three (3) complimentary basic registrations ($550 value each) for ORGPRO 2018 Annual Convention to be given to Platinum Partners’ Association Clients (i.e. Meeting Planners, Ex. Directors)

**+ Gold Partners — $20,000**

Gold Partners are committed to spending $20,000 with MSAE in the 2018 calendar year. As a Gold Partner, you will receive the following benefits:

- Recognition/award at the ORGPRO 2018 Annual Convention
- Name-badge sponsor ribbons by sponsor level
- Listing in rank order on MSAE website with partners’ logo and a link to the partners’ website
- Reserved seating at VIP tables
- One (1) podcast/radio show
- Two (2) complimentary registrations for ORGPRO 2018 Annual Convention for your staff
- Two (2) complimentary registrations ($550 value each) for ORGPRO 2018 Annual Convention to be given to Gold Partners’ Association Clients (i.e. Meeting Planners, Ex. Directors)
**2018 SPONSORSHIP BUNDLING BENEFITS**

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**+ Silver Partners — $15,000**

Silver Partners are committed to spending $15,000 with MSAE in the 2018 calendar year. As a Silver Partner, you will receive the following benefits:

- Recognition/award at ORGPRO 2018 Annual Convention
- Name-badge sponsor ribbons by sponsor level
- Partner listing in rank order on MSAE website with partners’ logo and a link to the partners’ website
- Reserved seating at VIP tables
- One (1) podcast/radio show
- Two (2) complimentary registrations for ORGPRO 2018 Annual Convention for your staff
- One (1) complimentary registration ($550 value) for ORGPRO 2018 Annual Convention to be given to Silver Partners’ Association Clients (i.e. Meeting Planners, Ex. Directors)

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**+ Bronze Partners — $10,000**

Bronze Partners are committed to spending $10,000 with MSAE in the 2018 calendar year. As a Bronze Partner, you will receive the following benefits:

- Recognition/award at ORGPRO 2018 Annual Convention
- Name-badge sponsor ribbons by sponsor level
- Listing in rank order on MSAE website with partners’ logo and a link to the partners’ website
- Reserved seating at VIP tables
- Two (2) complimentary registrations for ORGPRO 2018 Annual Convention for your staff

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**+ Copper Partners — $5,000**

Copper Partners are committed to spending $5,000 with MSAE in the 2018 calendar year. As a Copper Partner, you will receive the following benefits:

- Recognition/award at ORGPRO 2018 Annual Convention
- Name-badge sponsor ribbons by sponsor level
- Listing in rank order on MSAE website with partners’ logo and a link to the partners’ website
- Reserved seating at VIP tables
- One (1) complimentary registration for ORGPRO 2018 Annual Convention for your staff
**+ Associ8@5:08**  
**VARIES | LANSING & DETROIT, MI**

**About Associ8@5:08**
MSAE members have a chance to network and borrow brilliance from 5:08-7:00 p.m. This free monthly meetup takes place the third Wednesday of each month (excluding June – August and December) in Lansing across the city.

The Detroit area Associ8@5:08s meet the second Thursday of each month (excluding June – August and December) in various locations throughout the area.

**Target Audience**  
All MSAE Members

**Sponsorship Opportunities**

**Event Sponsor | $250 (8 Opportunities)**
- Sponsor to provide meeting space
- Sponsor is encouraged to provide food and/or beverage service

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**+ American Associations Day**  
**MARCH 21, 2018 | HYATT REGENCY WASHINGTON ON CAPITOL HILL, WASHINGTON D.C.**

This event is the only legislative fly-in to where association professionals can connect with congressional offices in Washington D.C. and share their views on important association issues.

**Target Audience**  
MSAE Association Leaders, CEOs and Michigan Association Executives

**Sponsorship Opportunities**

**Breakfast | $500**
- Acknowledgment will be given at breakfast
- Sponsor is encouraged to provide portfolios or notebooks with your logo to hold conference materials
+ CAE Prep Courses  
FALL & SPRING | ONLINE

About CAE Prep Course
MSAE’s Certified Association Executive Prep Course is one of the top study groups in the nation. The prep course helps the association community’s current and future leaders earn the designation. MSAE has helped create a third of current CAEs nationwide.

Target Audience
The CAE Prep Courses has a national reach. CAE candidates may include: CEOs, deputy directors and association professionals who have been working for nonprofits for at least 3-5 years.

Sponsorship Opportunities
CAE Prep Courses | $1,500
- Sponsor a full year of the Full and Concentrated Courses (four total courses)
- Recognition on the website, online learning site and online promotional materials.
- Promotional handout included in book order mailings. Sponsor provides handouts.

+ CAE CRAM Session  
FALL & SPRING | LOCATION VARIES

About CAE CRAM Session
MSAE’s Certified Association Executive CRAM Session is an in person multi-day study retreat. CAE candidates from around the nation join together for an intense group study session preparing for the CAE exam.

Target Audience
The CAE CRAM Session has a national reach. CAE candidates may include CEOs, deputy directors and association professionals who have been working for nonprofits for at least 3-5 years.

Sponsorship Opportunities
CAE CRAM Session | $500 (2 opportunities)
- Provide complimentary transportation and/or dinner to attendees
- Acknowledgment during dinner and an opportunity to expose attendees to your product, service, or destination

+ CMP Prep Courses  
FALL & SPRING | EAST LANSING, MI & ONLINE

About CMP Prep Course
MSAE continues its quest to improve the meetings industry in Michigan. Through a partnership with Event Garde, LLC, MSAE offers a five-month virtual course in the Spring and a five-month classroom course in the fall.

Target Audience
The CMP Prep Courses has a national reach. The CMP Prep Course targets association meeting professionals, suppliers and conference service managers who have been working in the industry for at least 3 years.

Sponsorship Opportunities
CMP Prep Courses | $1,000
- Sponsor a full year of the Virtual and Classroom Course (two total courses)
- Opportunity to interact with the classroom course participants
- Recognition on the website, online learning site and online promotional materials

CAE Full Course averages 84 association professionals from state and national organizations per session

CAE Concentrated Course averages 42 association professionals from state and national organizations per session

CAE CRAM averages 16 association professionals from state and national organizations
+ Legislative and Public Policy Conference
FEBRUARY 13, 2018 | RADISSON HOTEL LANSING AT THE CAPITOL, LANSING

About the Legislative and Public Policy Conference
As Lansing’s premier legislative and public policy event of the year, the Legislative and Public Policy Conference is an engaging conference that provides association professionals with the latest information.

Target Audience
CEOs/Presidents, Deputy Directors, Government Relations Staff, Finance Staff, Legal/Law Professionals

Sponsorship Opportunities

All sponsor organizations will receive:
- Recognition in promotional materials (registration brochure, msae.org, e-mail communications)
- Recognition in onsite brochure
- Signage at conference

Reception | $5,000 | Exclusive Sponsorship
- Opportunity to invite attendees to the reception from the podium
- A display table in the reception area
- Twelve (12) complimentary conference registrations (two reserved tables)

Governor’s Luncheon | $3,500 | Exclusive Sponsorship
- Opportunity to introduce the speaker at the luncheon
- Twelve (12) complimentary conference registrations (two reserved tables)

Registration | $3,800 | Exclusive Sponsorship
- The opportunity to hand out promotional materials at registration
- Twelve (12) complimentary conference registrations (two reserved tables)
Gubernatorial | $3,800 | Exclusive Sponsorship
- Opportunity to invite the gubernatorial panel on stage and introduce the panel moderator
- Twelve (12) complimentary conference registrations (two reserved tables)

Priorities & Leadership | $3,800 | Exclusive Sponsorship
- Opportunity to invite the Quadrant Leader panel on stage and introduce the panel moderator
- Twelve (12) complimentary conference registrations (two reserved tables)

Key Issue | $3,800 | Exclusive Sponsorship
- Opportunity to invite the Redistricting and Gerrymandering panel and introduce the panel moderator
- Twelve (12) complimentary conference registrations (two reserved tables)

Promotional Brochure | $2,750 or In-Kind | Exclusive Sponsorship
- Web banner on msaecrgb.org/LegPub, includes hyperlink to your website
- Recognition on front cover of registration brochure
- Six (6) complimentary conference registrations (one reserved table)

Roll Call Sponsorship | $2,000
- Six (6) complimentary conference registrations (one reserved table)

Advocacy Sponsorship | $2,000
This opportunity is only for lobbying firms who wish to bring their clients to Michigan’s premier legislative and public policy conference. For this enhanced visibility, sponsor receives:
- Six (6) complimentary conference registrations (one reserved table)

On the Hill Sponsorship | $1,000
- Three (3) complimentary conference registrations

Refreshment Break Sponsorship | $750 (Two Breaks Available) | Exclusive Sponsorship
- The opportunity to greet participants during the break
- Two (2) complimentary conference registrations

Judicial Sponsorship | $500
- One (1) complimentary conference registration

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**182 Association Professionals**

**9 Convention and Visitors Bureau representatives**

**12 Suppliers**

**203 total attendees**
“WITHOUT YOU AND YOUR TEAMS’ WILLINGNESS AND ABILITY TO SERVE OUR COMMUNITY, WE WOULD ALL BE HARD PRESSED TO MEET OUR MEMBERS’ NEEDS.”

MESSAGE FROM A MSAE BOARD MEMBER
Mike Moss, CAE
President
Society of College and University Planning

Sponsorships Opportunities
Lunch | $500 (3 Opportunities)
- Sponsor to provide meeting space with lunch and beverage service
- Sponsor is encouraged to provide portfolios or notebooks with your logo to hold board meeting materials and/or a gift to participants

Summer Meeting | $1,000 (1 Opportunity)
- Sponsor is encouraged to provide Portfolios or notebooks with your logo to hold board meeting materials and/or a gift to participants
- ORGPRO sponsorship benefits including a table at the Marketplace

+ Board of Directors (BOD) Meetings
MARCH/JUNE/AUGUST/DECEMBER
LOCATIONS TBD

About the BOD Meetings
These meetings are held four times a year to discuss the financial and strategic direction of MSAE.

Target Audience
MSAE Board of Directors and MSAE President
(New members elected in June 2018):
- Barry Cargill, CAE, Michigan HomeCare & Hospice Association
- Denise G. McGinn, CAE, Association Guidance
- Mike Wenkel, CAE, Michigan Potato Industry Commission
- Lorraine Goodrich, Automotive Industry Action Group
- Cynthia H. Maher, CAE, Michigan Plumbing & Mechanical Contractors Association
- Jared Burkhart, CAE, Michigan Council of Charter Schools Authorizers
- Steve Carey, CAE, National Truck Equipment Association
- Scott T. Ellis, Michigan Licensed Beverage Association
- Paul A. Long, Michigan Catholic Conference
- Michael Moss, CAE, Society for College & University Planning
- Andi Osters, Michigan High School Athletic Association
- Kimberly R. Pontius, CAE, Traverse Area Association of REALTORS®
- Jack Schripsema, CTA, Greater Lansing Convention & Visitors Bureau
- Richard P. Seely, CAE, Member Insurance Solutions
- Bob Thomas, IOM, CAE, CMP, Michigan Chamber Foundation, Michigan Chamber of Commerce
- Ara Topouzian, Troy Chamber of Commerce
**Operations Conference**
JANUARY 22, 2018 | THE HENRY CENTER
AT MSU, EAST LANSING

**About the Conference**
This all day, multi-track, educational event will provide the latest trends and information relevant to the Michigan association industry! Tracks include, Operations, Law, Human Resources, Finance, Technology, and Sales & Marketing.

**Target Audience**
CEOs/Presidents, Deputy Directors, Finance Staff, HR Staff, Contractors, Marketing Staff, Sales Staff, IT Staff

**Sponsorship Opportunities**

**Registration Sponsor | $1,200**
- Obtain a table next to registration, including a pop up banner to promote your organization (sponsor provides pop up banner)
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

**Lunch Sponsor | $1,000**
- Provide remarks during lunch
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website

**Breakfast Sponsor | $600**
- Provide remarks during the breakfast
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website

**A/V Sponsor | $500**
- Greet the audience during the reception open to attendees and MSAE members
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website

**Education Sponsor | $250 (6 opportunities)**
- Introduce the speaker
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

**Break Sponsor | $250**
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Pop up banner to be displayed in break area
+ Member Engagement Conference  
FALL 2018 | DETROIT AREA LOCATION TBD

About the Member Engagement Conference
The latest trends and news worthy information is brought together for this one day multi-track conference with topics such as: Membership, Meeting Planning, Education, Communications, Marketing and Diversified Revenue.

Target Audience
CEOs/Presidents, Deputy Directors, Membership Staff, Meeting Planning Staff, Supplier Partners, Marketing Staff, Sales Staff

Sponsorship Opportunities

Registration Sponsor | $1,200
- Obtain a table next to registration, including a pop up banner to promote your organization (sponsor provides pop up banner)
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

Lunch Sponsor | $1,000
- Provide remarks during lunch
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

Breakfast Sponsor | $600
- Provide remarks during the breakfast
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website

A/V Sponsor | $500
- Greet the audience during the reception open to attendees and MSAE members
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website

Education Sponsor | $250 (6 opportunities)
- Introduce the speaker
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

Break Sponsor | $250
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Pop up banner to be displayed in break area

NEW EVENT!
**+ Government Affairs Academy**
**SPRING 2018 | LANSING AREA LOCATION TBD**

**About the Government Affairs Academy**
Participants will learn from subject matter experts regarding campaign finance, PACs, lobby laws, how to engage legislators, coalition strategies and protection of your integrity and brand.

**Target Audience**
CEOs, Deputy Directors, Government Affairs, Lobbyists, and Lawyers

**Sponsorship Opportunities**

**Registration Sponsor | $1,000**
- Obtain a table next to registration to promote your organization
- Address the participants on both days
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

**Education Sponsor | $250 (Multiple Opportunities)**
- Introduce the speaker
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website

**Lunch Sponsor Opportunities | $500 (Multiple Opportunities)**
- Provide remarks during lunch
- Recognition in registration brochure
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Provide a gift to participants

**Breakfast Sponsor Opportunities | $400 (Multiple Opportunities)**
- Provide remarks during the breakfast
- Recognition in registration brochure

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**+ Association Choice Awards**
**FALL 2018 | LOCATION TBD**

**About the Association Choice Awards (ACA)**
Association Choice Awards celebrates supplier partners that make a difference in the association community. Association professionals vote in two rounds to determine the winners in over 20 categories. The 2018 Association Choice Awards will feature association professionals presenting the awards to the supplier partners.

**Target Audience**
CEOs, Association Professionals, CVBs and Supplier Partners

**Sponsorship Opportunities**

**Entertainment or Speaker Sponsor | $1,000**
- Introduce the entertainment or speaker
- Complimentary table of eight (8)

**Brunch Sponsor | $1,200**
- Full page ad in Gratitude Book
- Recognition on MSAE website
- Obtain a table next to registration to promote your organization
- Recognition for welcome beverage
- E-newsletter banner ad in Update on the day of event
- Two (2) complimentary registrations
**+ Spring Golf Outing**

**MAY 21, 2018 | THE EMERALD, ST. JOHNS**

**About the Spring Golf Outing**

MSAE’s Spring Golf Outing provides more than great golf! Whether you’re in a foursome, enjoying lunch at the turn, or networking during the reception, you’ll have opportunities to socialize, borrow brilliance and raise funds for a local charity.

**Target Audience**

Historically the annual MSAE Spring Golf Outing generates interest from nearly 100 golfers. Approximately half of the golfers are association decision-makers and their staff members.

**Sponsorship Opportunities**

**Awards Reception | $2,000**

- Sponsor may decorate the clubhouse/banquet facility (some restrictions may apply)
- Provide golfers with a special gift
- Announce the overall outing winners in the Men’s and Mixed Divisions
- Time at the microphone to welcome golfers to the Awards Reception

**Lunch | $1,250**

- Sponsor may send two (2) people to greet golfers during lunch
- Encouraged to provide golfers with a special gift

**Beverage Carts | $1,000**

- Sponsor may provide one (1) representative to ride along on beverage carts throughout the duration of the Outing (an additional representative may ride along on a beverage cart — based on course availability)
- Opportunity to provide golfers with a special gift

**Continental Breakfast | $750**

- Sponsor may greet golfers during breakfast
- Encouraged to provide golfers with a special gift
- Opportunity to provide breakfast items in a to-go bag for golfers (to be coordinated with MSAE and the host course)
**Mulligans | $750**
- Sponsor may provide up to two (2) representatives to promote and sell mulligans near the registration table
- Company logo will appear on all paper mulligans provided (one for each mulligan purchased and up to eight mulligans per team)

**Golf Carts | $750**
- Sponsor may provide golfers with a special gift on each golf cart
- Sign on each cart with sponsoring organization's name/logo

**Hole-in-One | $600**
- Sponsor to provide two (2) representatives to supervise a pre-selected par 3 for the Hole-In-One competition
- Opportunity to provide all golfers with a special gift

**Registration | $500**
- Sponsor may greet the golfers upon check-in
- Must provide all golfers with a gift

**Range | $500**
- Sponsor may provide all golfers with a special gift on the range prior to the Outing
- Up to two (2) representatives to monitor a competition on the range
- Opportunity to announce the winner of the range competition during the Awards Reception

**Putting Contest | $500**
- Sponsor may provide up to two (2) representatives to supervise the putting contest on the putting green
- Sponsor must provide gift for putting contest champion
- Opportunity to announce the winner during the Awards Reception

**Chipping Contest | $500**
- Sponsor may provide up to two (2) representatives
- Sponsor must provide gift for chipping contest champion
- Opportunity to announce the winner during the Awards Reception

**Game Hole | $425**
- Sponsor may provide up to two (2) representatives to supervise the game hole (chosen by the sponsor upon signing of the commitment form on first-come basis)
- Must provide a gift with a minimum value of $75 to the game hole winner
- May provide all golfers with a special gift
- Opportunity to announce the winner during the Awards Reception

**Tee Box | $325 (8 available)**
- Sponsor may provide one (1) representative to supervise the assigned tee box
- May provide golfers with a special gift
- This sponsorship includes one lunch on cart or to be delivered to the representative at the tee. To bring an additional representative the cost of the sponsorship will be increased $100
- **Please note that it is possible to have a Green Sponsor located at the same hole**

**Green | $200 (8 available)**
- This sponsorship includes signage only on the green
- **Please note that it is possible to have a Tee Box Sponsor located at the same hole**

![Attendee Count](image-url)
## ORGPRO 2018: Annual Convention

**JULY 10-12, 2018 | MOTORCITY CASINO HOTEL, DETROIT**

### About ORGPRO 2018

ORGPRO is Michigan’s premier education and networking convention for professionals in the not-for-profit industry. With two full days of educational programming and networking opportunities, ORGPRO helps advance attendees in their professional journey.

### Target Audience

Association/not-for-profit professionals and suppliers, including executives, staff specialists, meeting professionals, volunteer leaders and vendor representatives.

### Sponsorship Opportunities

With a $1000 minimum sponsorship(s) for any ORGPRO sponsorship opportunity a table will be provided in the MSAE 2018 Marketplace area. All sponsor organizations will receive:
- Recognition in onsite promotional materials
- Recognition on the MSAE website
- Professional signage onsite

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/V Equipment</td>
<td>$1,500</td>
</tr>
<tr>
<td>Keynote Décor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Convention Registration</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### GENERAL

**A/V Equipment | $1,500**

- Provide audio visual equipment for all keynote presentations
- Onsite staff must be provided to execute décor and audio visual equipment

**Keynote Décor | $1,500**

- Provide décor for all keynote/general session presentations

**Convention Registration | $2,500**

- Provide bags or similar item for attendees to receive convention materials
- Opportunity to greet guests as they arrive at the convention registration desk
- Signage will be posted in the registration area throughout the convention
A/V Equipment for Breakout Sessions | $3,000
- Provide 7-10 LCD projectors, laptops and wireless remotes for breakout sessions
- Signage will be posted in the registration area and throughout the convention

myLounge | $2,500
- Provide soft seating and ambiance for interactive and informal networking environment
- Opportunity to brand the break area

Turndown Service (4 opportunities)
Night 1: $500 | Night 2: $1,200 | Night 3: $1,200
- Opportunity for a gift or promotional item to be delivered with the turndown service

Itinerary Cards (4 opportunities)
Night 1: $600 | Night 2: $1,200 | Night 3: $1,200
Night 4 – CAE Summit: $500
- Logo on itinerary card delivered to attendees’ rooms highlighting the next day’s events
- Opportunity for a gift or promotional item with the card

PROMOTION
Broadcast Email Promotions | $1,500
- Logo will appear in promotional emails with link to sponsor’s website

Website Banner | $500 per month
- Rotating banner ad will appear on ORGPRO website with link to sponsor’s website

Mobile Menu | In-Kind
- Logo with link to website will appear on the ORGPRO mobile app
- Sponsor to provide assistance with set-up and functions of the mobile app

EDUCATION
CEO Session | $2,500
- Opportunity to greet guests as they arrive and provide remarks
- Opportunity to provide information at each place setting or on the tables
- Signage will be posted outside of the room with sponsor logo

Breakout Rooms | $1,000 (Multiple opportunities)
- Opportunity to introduce the speaker in one breakout room (assigned by MSAE) for breakout sessions on one day
- Display table and/or pull-up banner in room
- Signage will be posted outside of the room with sponsor logo
- Soundless promotion video walk-in show

SPECIAL EVENTS – MONDAY, JULY 9
Early Arrivals Reception | $1,000
- Opportunity to greet attendees at casual gathering
- Signage will be posted at the reception
- Pull-up banner in room

SPECIAL EVENTS – TUESDAY, JULY 10
Edutour | $1,500
Sponsor will be able to assist the Task Force with planning this event.
- Greet guests as they arrive and on the bus
- Provide a special remembrance gift
- One (1) complimentary registration for the outing.
  Signage will be provided at the meeting place

Edutour Lunch | $1,000
- Opportunity to give brief remarks at lunch
- Sponsor signage will be provided at the lunch location

Edutour Transportation | $1,000
- Opportunity to greet guests as they arrive
- Signage will be provided at the meeting place and/or on bus

Golf Outing Scramble & Lunch | $2,500
- Signage with logo by the golf cart loading area and lunch locations
- Opportunity to greet golfers before the shot-gun start and at lunch on the turn

Golf Outing Continental Breakfast | $750
- Signage with logo at breakfast
- Opportunity to greet golfers during the breakfast
**Golf Outing Registration | $500**
- Signage with logo provided at the registration desk
- Opportunity to greet golfers
- Opportunity to provide golfers a small gift or promotional item

**Golf Outing Beverage Cart | $1,000**
- Signage on beverage cart
- Opportunity for representative to ride along on beverage cart

**Game Hole Sponsorship | $250 (6 opportunities)**
- Sponsor may provide up to two (2) representatives to supervise the game hole (chosen by the sponsor upon signing of the commitment form on first-come basis)
- Must provide a gift with a minimum value of $50 to the game hole winner
- May provide all golfers with a small gift or promotional item
- Opportunity to announce the winner during the Awards Reception

**Hole Sponsorship | $150 (12 opportunities)**
- Sponsor may provide one (1) representative to supervise the assigned tee box
- May provide golfers with a small gift or promotional item
- This sponsorship includes one lunch on cart or to be delivered to the representative at the tee. To bring an additional representative the cost of the sponsorship will be increased $100

**Membership Engagement Reception | $1,000**
- Opportunity to give remarks at invitation only reception for new members, first time attendees, and mentors and mentees
- Signage with logo

**Afterglow Reception | $1,000**
- Opportunity to greet attendees and distribute one (1) drink ticket to each attendee
- Signage will be posted at the reception
- Pull-up banner in room

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**SPECIAL EVENTS – WEDNESDAY, JULY 11**

**MSAE Past Chairman and CAE Breakfast | $2,500**
- Opportunity to greet guests as they arrive and provide remarks
- Opportunity to provide a small gift or promotional item at each seat
- Signage will be posted outside of the room with sponsor logo

**CMP Breakfast | $2,500**
- Opportunity to greet guests as they arrive and provide remarks
- Opportunity to provide a small gift or promotional item at each seat
- Signage will be posted outside of the room with sponsor logo

**General Breakfast and Opening Keynote | $6,500**
- Opportunity to provide information at each place setting or on the tables
- Opportunity to welcome guests as they arrive
- Sponsor will also have the opportunity to address attendees and introduce the speaker
- Signage will be posted outside of the room with sponsor logo

**Refreshment Break | $1,500 (2 Opportunities)**
- Signage will be provided near the break tables
- Opportunity to greet attendees during the break and hand out a gift
- Opportunity to provide a small gift or promotional item

**Luncheon & Keynote | $6,500**
- Opportunity to provide information at each place setting or on the tables
- Opportunity to welcome guests as they arrive
- Sponsor will also have the opportunity to address attendees and introduce the speaker
- Signage will be posted outside of the room with sponsor logo

**Emerging Professionals Reception | $1,000**
- Opportunity to give remarks at reception for new members, emerging professionals, first time attendees, and mentors/mentees
- Signage and logo to be displayed in the room
**Marketplace Reception | $1,200**
- Opportunity to greet attendees and distribute one (1) drink ticket to each attendee
- Signage will be posted at the reception
- Premier table location in the Marketplace for the duration of ORGPRO

**Grand Reception | $6,500**
- Provide entertainment and hors d’oeuvres for guests at reception
- Opportunity to provide a theme and decorations for the event
- Opportunity to welcome guests as they arrive
- Opportunity to address attendees at this reception
- Signage will be posted at the reception

**Dinner & Entertainment | $6,500**
- Assist MSAE with planning the theme and décor
- Opportunity to provide information at each place setting or on the tables
- Opportunity to welcome guests as they arrive
- Sponsor will also have the opportunity to address attendees
- Signage will be posted at the event

**Afterglow Reception | $1,000**
- Opportunity to greet attendees and distribute one (1) drink ticket to each attendee
- Signage will be posted at the reception
- Pull-up banner in room

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**CAE SUMMIT – THURSDAY, JULY 12**

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>**CAE Summit Room Sponsorship</td>
<td>$3,500**</td>
<td>Opportunity to introduce the speaker&lt;br&gt;Display table and/or pull-up banner in room&lt;br&gt;Signage will be posted outside of the room with sponsor logo&lt;br&gt;Soundless promotion video walk-in show</td>
</tr>
<tr>
<td>**CAE Summit Breakfast</td>
<td>$1,000**</td>
<td>Opportunity to provide information at each place setting or on the tables&lt;br&gt;Opportunity to welcome guests as they arrive&lt;br&gt;Signage with sponsor logo will be posted inside of the room during breakfast</td>
</tr>
<tr>
<td>**CAE Reception</td>
<td>$1,000**</td>
<td>Opportunity to greet guests as they arrive&lt;br&gt;Opportunity to provide a small gift or promotional item&lt;br&gt;Signage will be posted outside of the room with sponsor logo&lt;br&gt;Display table and/or pull-up banner at reception</td>
</tr>
<tr>
<td>**CAE Summit Lunch</td>
<td>$1,000**</td>
<td>Opportunity to provide information at each place setting or on the tables&lt;br&gt;Opportunity to welcome guests as they arrive&lt;br&gt;Signage with sponsor logo will be posted outside of the room</td>
</tr>
</tbody>
</table>

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**Brunch and Keynote | $4,000**
- Opportunity to provide information at each place setting or on the tables
- Opportunity to welcome guests as they arrive
- Sponsor will also have the opportunity to address attendees and introduce the speaker
- Signage will be posted outside of the room with sponsor logo

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**TOTAL ATTENDEES**
- 252 Attendees
- 94 Association Professionals
- 27 CAEs
- 25 Convention and Visitors Bureau representatives
- 133 Suppliers
- 41 CMPs
+ Diamond Awards Banquet
SEPTEMBER 20, 2018 | SUBURBAN COLLECTION SHOWPLACE

About Diamond Awards
The 17th Annual Diamond Awards recognizes excellence, innovation and achievements in the association industry in various categories and honors outstanding individuals who have made significant contributions to the association profession.

Target Market
All MSAE members

Sponsorship Opportunities

All sponsors will receive:
- Recognition in promotion materials and onsite signage at the banquet
- Verbal recognition at the banquet
- Network with an impressive audience of association professionals
- Demonstrate your support for the association industry in Michigan
- Recognition in Association IMPACT as being a sponsor

Diamond Sponsor | $3,500 (Opportunity limited)
- Prominently mentioned in all press releases regarding the event
- Complimentary table of eight (8) 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

Theme Sponsor | $3,000 (Opportunity limited)
- Picture backdrop features your logo
- Six (6) 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
Reception Sponsor | $2,500 (Opportunity limited)
- Welcome guests to the Awards Reception
- Five (5) 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

Registration Sponsor | $2,000 (Opportunity limited)
- Opportunity to welcome guests and provide a gift to attendees at the registration desk
- Four (4) 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

Gold Sponsor | $1,000
- Three (3) 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

Silver Sponsor | $500
- Two (2) 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 (1) complimentary ticket for the event with special seating
- Listed in promotional materials
- Sponsorship verbally announced at the event
- Recognition in the onsite event program
CMP Summit
FALL 2018 | LOCATION TBD

About the CMP Summit
Planned by CMPs for CMPs, the CMP Summit is a total immersion learning experience with invaluable tools and information exclusively for CMPs, or those who are currently taking steps toward obtaining their CMP.

Target Audience
CMPs or those sitting for the exam within a year

Sponsorship Opportunities

All sponsors will receive:
- Recognition in promotional materials
- Recognition on the MSAE website
- Professional signage onsite
- Verbal recognition onsite during general sessions

Breakfast and Keynote | $1,500
- Welcome guests from the lectern
- Place promotional materials on tables and/or have a sponsor table during breakfast

Welcome Reception | $1,000
- Welcome guests and hand out materials and/or a special gift

Lunch | $1,000 (2 Opportunities)
- Welcome guests from the lectern
- Place promotional materials on tables and/or have a sponsor table during lunch

Evening Activity/Afterglow | $500
- Plan a customized evening function/activity for attendees following scheduled events
- Responsible for all food and beverages, entertainment, gift and all other costs associated with providing an interactive and engaging opportunity for meeting planners

Registration | $500
- Greet the attendees as they check in at the MSAE registration desk
- Provide a special gift to attendees (a special gift is optional)

Breakfast | $750
- Welcome guests from the lectern

Education Resource | $350
- Provide a handout printing station or USB with the session handouts. The USB may include promotional materials.

Turndown Service | $350 (2 Opportunities)
- Provide all attendees staying overnight with promotional materials and/or a special gift in their hotel room (special gift is optional)

Education Session | $300 (Multiple Opportunities)
- Welcome guests from the lectern and introduce the speaker for the education session.
- Provide attendees with promotional materials during the session

Refreshment Break | $250 (3 Opportunities)
- Place promotional materials near the refreshment break area

Morning Exercise | $150 (2 Opportunities)
- Greet attendees as they arrive for a morning group workout.

Please note that those employed by Convention and Visitors Bureaus or suppliers are required to sponsor or cover the registration fee for an association professional in order to attend the CMP Summit.

31 Association Professionals
13 Convention and Visitors Bureau representatives
24 Suppliers

68 total attendees
Our MSAE supplier members are more to us than salespeople. We rely on them for member benefits, outsourcing of services, education, and resource management. Sometimes, they are a trusted extension of our staff.

They are always willing to go the extra mile to solve challenges within our organizations, and to treat our members with the same positive attitude that we strive to treat them with. They are experts at creating long-lasting relationships based on respect, loyalty, and honesty. Because of that, we would like to extend our deepest gratitude and appreciation.
Thank you for reviewing the 2018 Sponsorship Catalog. If you have any questions please contact Maryanne Grekatis, CMP at:

GREKETIS@MSAE.ORG
517.332.6723
517.332.6724