



# Partner with MASA!

The **MASA Business Partner Program** provides opportunities for you to connect with Minnesota's educational leaders. Our core belief is that MASA's role in engaging business partners is to facilitate a rich conversation that helps our practitioner members understand which resources are available to support their districts. Our business partner members understand the needs of our school districts.

## BASIC BENEFITS FOR ALL MEMBERS

- Right to vote on business partner issues
- Right to serve on MASA standing committees and foundation board
- Password access to the members section of the MASA website, including access to the electronic member database
- Participation in and communications regarding workshops and special association activities
- Listing in the annual business partner promotional email, sent to all members in the spring
- Receive all member communications, including (1) Leaders Forum quarterly online newsletter, (2) weekly eUpdate, and (3) special communications, such as legislative notices
- Recognition in all issues of the online Leaders Forum newsletter
- Opportunity to submit educational articles for the Leaders Forum (content must be educational in nature and not specifically promotional)
- Listing in the electronic MASA Membership Directory (emailed to members and available online)
- Opportunity to submit announcements in weekly eUpdates
- Priority exhibit registration for Spring & Fall Conferences and member rate registration for all conferences and workshops
- Recognition in conference promotions prior to the Spring & Fall Conferences (even if not exhibiting/attending)
- Recognition in Spring & Fall Conference app
- General (group) introduction at a conference general session for the Spring & Fall Conferences (even if not exhibiting/attending)
- Partner ribbons on name tags for Spring & Fall Conferences
- Invited to specify a maximum of four employees in your directory listing



**Membership in the MASA Business Partner Program is offered on an annual basis, from July 1 - June 30**

It is open to any business with products and values that align with MASA's mission. Our partners are expected to:

- Conduct business with integrity
- Understand that membership does not assume the business is endorsed by MASA
- Comply with all aspects of the benefit agreements, including exhibit and participation arrangements and deadlines
- Treat MASA members, other Business Partners, and other exhibitors respectfully

# Partnership Levels

All partners receive all of MASA's Basic Benefits. Below you will find details on the **additional benefits** you will receive at each of our six partner levels.

	Friend Partner (\$1,000)	Key Partner (\$2,500)	Fellow Partner (\$5,000)	Leader Partner (\$7,500)	Executive Partner (\$10,000)	Premier Partner (\$15,000)
Flag booth recognition during Spring & Fall Conference	✓ Small	✓ Medium	✓ Medium	✓ Large	✓ Large	✓ Extra Large
Free ads in MASA quarterly newsletters	✓ Box ad in 1 edition	✓ Box ad in 2 editions	✓ Box ad in 2 editions w/ link	✓ Column sidebar in 2 editions w/ link	✓ Extended column in all 4 editions w/ link	✓ Front page banner in all 4 editions w/ link
Discount on MASA exhibit space or one complimentary participant registration during Spring & Fall Conference	✓ 15% Discount	✓ 15% Discount	✓ 15% Discount	✓ 25% Discount	✓ 25% Discount	✓ Free*
Appreciation item for the partner's office	✓ Certificate	✓ Certificate	✓ Certificate	✓ Plaque	✓ Plaque	✓ Plaque
Company logo linked to partner's website on MASA's website		✓	✓	✓	✓	✓
Online directory ad			✓ In rotation once**	✓ In rotation once w/ link	✓ In rotation twice w/ link	✓ In rotation 3 times w/ link
Recognition in weekly eUpdate				✓	✓	✓
Email letter of support from the Executive Director to all MASA members				✓	✓	✓
12-month company feature on MASA's homepage				✓	✓	✓
Partner's website linked to their logo in the MASA weekly electronic update				✓	✓	✓
Recognition on conference banner ***						✓
Opportunity to award 2 conference scholarships to a MASA member						✓
Company recognition during Spring & Fall Conference general session						✓

\*Includes one free booth space or two complimentary participant registrations during Spring & Fall Conferences

\*\*Link to your website may be purchased at an additional fee

\*\*\*Hangs behind the stage during Spring & Fall Conference

**LEARN MORE**

Call 651-645-6272 | Email [members@mnasa.org](mailto:members@mnasa.org) | Visit [www.mnasa.org](http://www.mnasa.org)