

PRINT | ONLINE | MAGAZINE | EVENTS | NEWS



SPONSORSHIP &

MEDIA KIT





About MSAE

For nearly six decades the Missouri Society of Association Executives (MSAE) has provided leadership and resources to Missouri's membership associations. Our purpose is to:

“Promote and support excellence and professionalism among association executives and work diligently to increase the effectiveness, image, and impact of associations as the serve their members and society.”

2022 Schedule at a Glance

January 27

MSAE Coffee & Conversation

February 24

MSAE Coffee & Conversation

March 4

Education and Membership Meeting

March 4

MSAE Board of Directors Meeting

March 24

MSAE Coffee & Conversation

April 28

MSAE Coffee & Conversation

May 20

Education and Membership Meeting

May 20

MSAE Board of Directors Meeting

May 26

MSAE Coffee & Conversation

June 2022

CEO Symposium

June 23

MSAE Happy Hour

July 28

MSAE Happy Hour

August 19

MSAE Board of Directors Meeting

August 25

MSAE Happy Hour

September 16

Education and Membership Meeting

September 22

MSAE Happy Hour

Fall 2022

MSAE Funfest

October 27

MSAE Coffee & Conversation

November 17

MSAE Coffee & Conversation

December 2022

MSAE Holiday Party

December 2022

MSAE Board of Directors Meeting

December 15

MSAE Coffee & Conversation

MAXIMIZE YOUR OUTREACH EFFORTS THROUGH SPONSOR PACKAGES

MSAE is committed to providing our Associate members the best opportunities to highlight your company or service to our members. Starting in 2020 we've instituted sponsor levels for our Associate members, featuring special benefits for each level:*

Platinum Sponsor

\$10,000+ in total sponsorship and media purchases

- Logo placement on signage at all events and in all publications
- 20% discount on total annual sponsorship spending (\$2,000 on \$10,000)
- Featured social media post
- Logo placement on MSAE website, www.msae.net
- Year-round banner ad on www.msae.net
- Opportunity to speak or present a video to the MSAE membership at your choice of 3 events/meetings annually

Gold Sponsor

\$7,500+ in total sponsorship and media purchases

- Logo placement on signage at all events and in all publications
- 15% discount on total annual sponsorship spending (\$1,125 discount on \$7,500)
- Featured social media post
- Logo placement on MSAE website, www.msae.net
- Banner ad on www.msae.net for 6 months annually
- Opportunity to speak or present a video to the MSAE membership at your choice of 3 events/meetings annually

Silver Sponsor

\$5,000+ in total sponsorship and media purchases

- Logo placement on signage at all events and in all publications
- 10% discount on total annual sponsorship spending (\$500 discount on \$5,000)
- Featured social media post
- Logo placement on MSAE website, www.msae.net
- Banner ad on www.msae.net for 3 months annually

Bronze Sponsor

\$2,500+ in total sponsorship and media purchases

- Logo placement on signage at all events and in all publications
- 5% discount on total annual sponsorship spending (\$125 discount on \$2,500)
- Featured social media post
- Logo placement on MSAE website, www.msae.net

Print

advertising opportunities

MSAE's membership consists of association leaders, decision-makers and staff who are interested in learning more about meeting locations, planning services, association services and membership benefits from MSAE associate members.

Two of the key benefits we provide our members is the Membership Directory and quarterly magazine, *MSAE Insight*. These publications reach 300+ association representatives and are go-to resources that are revisited by members throughout the year.

The **MSAE Membership Directory** is printed annually, free of charge for members and prospective members. It is a tool used everyday by all members to locate colleagues in the association management arena or to find businesses, hotels and CVBs that can assist with CEOs, managers and executives' needs for meetings, services and supplies. MSAE members who make buying decisions use this directory every day as a reference.

The MSAE Insight is a new quarterly magazine publication with an initial release in January 2021 (*this replaces the previous publication, Executive Edition. MSAE is no longer affiliated with that publication*). The newsletter features timely articles, trends and resources for association managers, leaders, and suppliers.

MSAE Insight Advertising

All ads are full-color. Prices are for one (1) issue placement. To discuss multiple issue discounts, please contact (573) 659-8898.

Placement	Dimensions	Single Issue Price	Annual Price
Outside Back Cover	8.5" x 7.25"	\$1,000	\$3,600
Inside Front Cover or Inside Back Cover	8.5" x 11"	\$850	\$2,900
Full Page	8.5" x 11"	\$750	\$2,700
Half Page, Horizontal	8.5" x 5.5"	\$595	\$2,100
Half Page, vertical	4.25" x 11"	\$595	\$2,100
Quarter Page	4.25" x 5.5"	\$295	\$1,000
Business Card	3.5" x 2"	\$195	\$700

Membership Directory Advertising

All ads are full-color.

Placement	Dimensions	Price
Outside Back Cover	8.5" x 7.25"	\$1,500
Inside Front Cover	8.5" x 10"	\$1,000
Inside Back Cover	8.5" x 10"	\$1,000
Full Page	8.5" x 10"	\$750
Half Page	8.5" x 5"	\$500
Quarter Page	4.25" x 5"	\$250

Ads must be high resolution (press quality) PDF format, or a 300+ dpi jpeg with a .25" bleed. All ads must be paid in full in advance of placement with check or credit card. If any typesetting adjustments need to be made to your ad, there will be an additional charge.



Event

sponsorship opportunities

MSEA sponsors high quality events throughout the year to connect and educate our members. The success of these events are due to the sponsorship by associate members to help keep the costs affordable to members. We encourage sponsorship of the following events, as they are outstanding opportunities to meet with association executives and their teams and showcase your company, duct or service.

Educational Meeting & Luncheon

MSEA hosts three (3) educational meetings with a membership luncheon (or breakfast) annually. Utilizing an expert speaker, these 1/2 day seminars focus on topics of interest to association leaders (such as industry trends, leadership capacity-building, meeting planning, association marketing and membership management, and more). Each meeting has two (2) luncheon/reception and speaker sponsors, and three (3) door prize sponsors.

- **Luncheon or Reception Sponsor: \$1,000**
- **Speaker Sponsor: \$1,000**
- **Door Prize Sponsors: \$500**

Funfest

MSEA hosts an annual Funfest each September as a way to connect members for networking, golf, food and fun. Funfest averages 100+ participants and is an all-day/evening event. Funfest is a great way to connect with members on a social level and build meaningful professional relationships.

- **Dinner Sponsor: \$2,500**
- **Lunch Sponsor: \$1,000**
- **Reception Sponsor: \$750**
- **Beverage Station Sponsor: \$350**
- **Hole Sponsor: \$300**
- **Hole in One Sponsor: \$300**
(insurance Policy required)
- **Team Sponsor: \$300**
- **Chucker Golf Team Sponsor: \$200**
- **Special competitions: \$250**
(closest to pin, longest drive, etc.)
- **Door Prize Sponsor:**
Gift basket of sponsors choice

MSEA Holiday Party

Each December MSEA gathers its members for a year-end celebration. This is an opportunity to network, enjoy dinner with colleagues, support MSEA through the live and/or silent auctions, and have fun. The party gathers approximately 100 members for an enjoyable evening. Each sponsorship level comes with a set of donor benefits.

- **Event Sponsor (Premier): \$2,000**
- **Event Sponsor (Grand): \$1,500**
- **Event Sponsor (Friend): \$1,000**
- **Door Prize Sponsor: Gift basket of sponsors choice**

Coffee & Conversations

In months that MSEA is not offering other events, we host "Coffee & Conversation" events that are small gatherings at local coffee shops in the Jefferson City or Columbia area. These are attended by 20 or less individuals, and are an opportunity to utilize peers to discuss pressing issues facing organizational leadership. If you are interested in sponsoring one of these events, please contact us.



Sponsorship and Advertising Contract

Company Name

Company Address

Company City/State/Zip

Company Telephone

Company Fax

Company Contact

Contact Email Address

Sponsorship Opportunities

- Platinum—\$10,000 Gold—\$7,500 Silver—\$5,000 Bronze—\$2,500

Magazine Advertising

- Back Cover, Outside**
 Annual \$3,600
 Single \$1,000 Q1 Q2 Q3 Q4
- Front Cover Inside**
 Annual \$2,900
 Single \$850 Q1 Q2 Q3 Q4
- Back Cover, Inside**
 Annual \$2,900
 Single \$850 Q1 Q2 Q3 Q4
- Full Page**
 Annual \$2,700
 Single \$750 Q1 Q2 Q3 Q4
- Half Page**
 Annual \$2,100
 Single \$595 Q1 Q2 Q3 Q4
- Quarter Page**
 Annual \$1,000
 Single \$295 Q1 Q2 Q3 Q4
- Business Card**
 Annual \$700
 Single \$195 Q1 Q2 Q3 Q4

Directory Advertising

- Back Cover, Outside** \$1,500
- Inside Front Cover** \$1,000
- Inside Back Cover** \$1,000
- Full Page** \$750
- Half Page** \$500
- Quarter Page** \$250

Payment Info:

Please invoice me **Check Number** _____

Charge my: \$_____ to my: AmEx Discover MC Visa

Credit Card Number _____

Expiration Date _____ Security Code _____

Billing Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Signature _____