

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](http://www.msae.net)
- Year-round banner ad on [www.msae.net](http://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](http://www.msae.net)
- Banner ad on [www.msae.net](http://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](http://www.msae.net)
- Banner ad on [www.msae.net](http://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](http://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.

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### 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 \_\_\_\_\_