

PRINT | ONLINE | MAGAZINE | EVENTS | NEWS



# SPONSORSHIP & **MEDIA KIT**





## About MSAE

For nearly three 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 they serve their members and society. “**

A team of 14 Board of Directors guides MSAE and many volunteers who give their time, talent and treasure to make MSAE successful.

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## Schedule at a Glance

### January

Publication of the MSAE Magazine  
E-Newsletter  
Coffee & Conversation

### February

E-Newsletter  
Publication of the Membership Directory  
Educational Meeting and Luncheon

### March

E-Newsletter  
Coffee & Conversation  
CEO Symposium

### April

Publication of the MSAE Magazine  
E-Newsletter  
Coffee & Conversation

### May

E-Newsletter  
Coffee & Conversation

### June

E-Newsletter  
Coffee & Conversation

### July

Publication of the MSAE Magazine  
E-Newsletter  
Coffee & Conversation

### August

E-Newsletter  
Coffee & Conversation  
Joint Tradeshow

### September

E-Newsletter  
Coffee & Conversation  
FunFest

### October

Publication of the MSAE Magazine  
E-Newsletter  
Educational Meeting and Luncheon

### November

E-Newsletter  
Educational Meeting and Luncheon

### December

E-Newsletter  
Coffee & Conversation  
Holiday Party and Auction

# 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)
- 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 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)
- 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 to the MSAE membership at one of three educational meetings

## 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)
- 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)
- 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. Ads are due by January 31, 2021. MSAE members who make buying decisions use this directory every day as a reference.

**The MSAE Insight** is a new quarterly 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
Front cover or back cover, inside	8.5 x 11	\$750	\$2,700
Back Cover, outside	8.5 x 9	\$1,000	\$3,600
Full page	8.5 x 11	\$750	\$2,700
Half page, horizontal	7.5 x 4	\$595	\$2,100
Half page, vertical	3.5 x 11	\$595	\$2,100
Quarter Page	3.5 x 4	\$295	\$2,100
Business Card	3.5 x 2	\$195	\$700

### Membership Directory Advertising

All ads are full-color.

Placement	Dimensions	Price
Back Cover, outside	7.5 x 10.25	\$1,000
Back Cover, inside	7.5 x 10.25	\$750
Front Cover, inside	7.5 x 10.25	\$750
Tabs	7.5 x 10.25	\$750
Full Page	7.5 x 10.25	\$500
Half Page	7.5 x 5	\$250
Quarter Page	3.5 x 5	\$175

Ads must be high resolution (press quality) PDF format, or a 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. If any type-setting 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) sponsors.

- **Luncheon or Reception Sponsor: \$1,000**
- **Speaker Sponsor: \$1,000**

### 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**
- **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): \$1,000**
- **Event Sponsor (Grand): \$750**
- **Event Sponsor (Friend): \$250**
- **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
- Silver—\$5,000
- Gold—\$7,500
- Bronze—\$2,500

## Newsletter Advertising

Placement	Dimensions	Single Issue Price	Annual Price	Choice
Front cover or back cover, inside	8.5 x 11	\$750	\$2,700	<input type="checkbox"/> Single <input type="checkbox"/> Annual
Back Cover, outside	8.5 x 9	\$1,000	\$3,600	<input type="checkbox"/> Single <input type="checkbox"/> Annual
Full page	8.5 x 11	\$750	\$2,700	<input type="checkbox"/> Single <input type="checkbox"/> Annual
Half page, horizontal	7.5 x 4	\$595	\$2,100	<input type="checkbox"/> Single <input type="checkbox"/> Annual
Half page, vertical	3.5 x 11	\$595	\$2,100	<input type="checkbox"/> Single <input type="checkbox"/> Annual
Quarter Page	3.5 x 4	\$295	\$2,100	<input type="checkbox"/> Single <input type="checkbox"/> Annual
Business Card	3.5 x 2	\$195	\$700	<input type="checkbox"/> Single <input type="checkbox"/> Annual

## Directory Advertising

Placement	Dimensions	Price	Choice
Back Cover, outside	7.5 x 10.25	\$1,000	
Back Cover, inside	7.5 x 10.25	\$750	
Front Cover, inside	7.5 x 10.25	\$750	
Tabs	7.5 x 10.25	\$750	
Full Page	7.5 x 10.25	\$500	
Half Page	7.5 x 5	\$250	
Quarter Page	3.5 x 5	\$175	

Please process our request as indicated.  
 Return this form to:  
**MSAE**  
**PO Box 1574**  
**Jefferson City, MO**  
**65102-1574**  
 Email: [info@msae.net](mailto:info@msae.net)

- Payment enclosed
- Please invoice.