



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

what resources are available to support their districts, and our business partner member understand the needs of our school districts.

## MASA Business Partner Basic Benefits

- Right to vote on Business Partner issues
- Right to serve on MASA standing committees and Foundation board
- Password access to MASA's "Members Only" section of the website, including access to the electronic member database
- Participation in and communications regarding workshops and special association activities
- Company name on the Partner Board in the MASA building lobby (commitment must be made by Sept. 1 to qualify for this benefit)
- Listing in the annual business partner promotional email, sent to all MASA members in the spring
- Receive all member communications, including:
  1. *Leaders Forum* quarterly online newsletter
  2. eUpdate - weekly email newsletter
  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
- Listed in the electronic MASA Membership Directory (emailed to members and available online)
- Opportunity to submit announcements in eUpdate
- Priority exhibit registration for Spring and Fall Conferences and member rate registration for all conference and workshops
- Recognition in conference promotions prior to the Spring and Fall conferences (whether or not exhibiting/attending)
- Recognition in Spring and Fall conference app
- General (group) introduction at a conference general session for the spring and fall conferences (whether or not exhibiting/attending)
- Partner ribbons on conference nametags for the Spring and Fall conferences
- Each business partner member is invited to specify a maximum of four of their employees in their directory listing

## Added Benefits by level of membership

### Premier Partner Level (\$15,000)

#### Basic Benefits *Plus the following:*

- ✓ An ad that will be in the rotation 3 times, and a link to the partner's website in our online member directory
- ✓ One free front page banner ad in each of all four quarterly online newsletter editions linked to the partner's website
- ✓ Extra large flag booth recognition during Spring and Fall Conference. One free booth space or two complimentary participant registrations during Spring and Fall Conferences
- ✓ An appreciation plaque for the partner's office
- ✓ Company logo linked to partner's website, on MASA's website (not homepage)
- ✓ 12 month company feature on MASA's homepage
- ✓ Email letter of support from the Executive Director to all MASA Members
- ✓ Recognition in weekly eUpdate
- ✓ Opportunity to award two conference scholarships to a MASA Member
- ✓ Recognition on conference banner (hangs behind the stage during Spring and Fall conferences)
- ✓ Individual company recognition during Spring and Fall conference general session (whether or not exhibiting/attending)

### Executive Partner Level (\$10,000)

#### Basic Benefits *Plus the following:*

- ✓ An ad that will be in the rotation 2 times, and a link to the partner's website in our online member directory
- ✓ One free extended column ad in each of all four quarterly online newsletter editions linked to the partner's website
- ✓ Large flag booth recognition during Spring and Fall Conference
- ✓ 25% discount on MASA exhibit space or one complimentary participant registration during Spring and Fall Conference
- ✓ An appreciation plaque for the partner's office
- ✓ Company logo linked to partner's website, on MASA's website (not homepage)
- ✓ 12 month company feature on MASA's homepage
- ✓ Email letter of support from the Executive Director to all MASA Members
- ✓ Recognition in weekly eUpdate

### Leader Partner Level (\$7,500)

#### Basic Benefits *Plus the following:*

- ✓ An ad that will be in the rotation 1 time, and a link to the partner's website in our online member directory
- ✓ One free column sidebar ad in two of the quarterly online newsletter editions, linked to the partner's website
- ✓ Large flag booth recognition during Spring and Fall Conference
- ✓ 25% discount on MASA exhibit space during Spring and Fall Conference
- ✓ An appreciation plaque for the partner's office
- ✓ Company logo linked to partner's website, on MASA's website (not homepage)
- ✓ 12 month company feature on MASA's homepage
- ✓ Email letter of support from the Executive Director to all MASA Members
- ✓ Recognition in weekly eUpdate

## Fellow Partner Level (\$5,000)

### Basic Benefits *Plus the following:*

- ✓ An ad that will be in the rotation 1 time in our online member directory (link not included at this level. Online link may be purchased)
- ✓ One free box ad in two of the quarterly online newsletter editions linked to the partner's website
- ✓ Medium flag booth recognition during Spring and Fall Conference
- ✓ 15% discount on MASA exhibit space during Spring and Fall Conference
- ✓ An appreciation certificate for the partner's office
- ✓ Company logo linked to partner's website, on MASA's website (not homepage)

## Key Partner Level (\$2,500)

### Basic Benefits *Plus the following:*

- ✓ One free box ad in two of the quarterly online newsletter editions (link not included at this level)
- ✓ Medium flag booth recognition during Spring and Fall Conference
- ✓ 15% discount on MASA exhibit space during Spring and Fall Conference
- ✓ An appreciation certificate for the partner's office
- ✓ Company logo linked to partner's website, on MASA's website (not homepage)
- ✓ Medium flag booth recognition during Spring and Fall Conference
- ✓ 15% discount on MASA exhibit space during Spring and Fall Conference
- ✓ An appreciation certificate for the partner's office
- ✓ Company logo linked to partner's website, on MASA's website (not homepage)

## Friend Partner Level (\$1,000)

### Basic Benefits *Plus the following:*

- ✓ One free box ad in one of the quarterly online newsletter editions (link not included at this level)
- ✓ Small flag booth recognition during Spring and Fall Conference
- ✓ 15% discount on MASA exhibit space during Spring and Fall Conference
- ✓ An appreciation certificate for the partner's office

Business Partner membership materials are available on the MASA website:  
[www.mnasa.org](http://www.mnasa.org)



## Questions about our program?

Deb Henton Ed.D.  
Executive Director  
651-439-7719  
[deb.henton@mnasa.org](mailto:deb.henton@mnasa.org)

Mia Urick  
MASA Director of Professional Learning  
651-491-4557  
[mia.urick@mnasa.org](mailto:mia.urick@mnasa.org)

Minnesota Association of School  
Administrators  
PO Box 9400, North St Paul, MN 55109  
651-645-6272  
[members@mnasa.org](mailto:members@mnasa.org)

*As advocates of a world-class education for Minnesota's learners, MASA's members serve as the leading voice for public education, shape and influence the State and National education agenda, and empower leaders through high quality professional learning, services and support.*

Membership in the MASA Business Partner Program is offered on an annual (July 1 - June 30) basis and is open to any business whose products and values are in alignment with MASA's mission. MASA expects our partners 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