

CHARTER DAY AT THE CAPITOL 2019



Charter Day '19: Tuesday, May 7, 2019

The Annual Charter Day at the Capitol event brings together charter school parents, board members, school leaders and advocates from across Michigan for a day of celebration. The day will kick off with school performances on Lansing's Capitol steps followed by engaging meetings with lawmakers and other government officials. During National Charter School Week, this is sure to be an experience to celebrate students and the charter school community!

SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE MAY EVENT:

Event Co-Sponsor: \$15,000

This premier sponsorship provides ultimate exposure for your brand by co-sponsoring the event with MAPSA, Michigan's charter school association.

- Listed as a premier sponsor on MAPSA's website and on all t-shirts
- All marketing and communication materials listed with your logo
- Place any of your own pop-up signage throughout the event
- Pass out any of your swag (i.e. pencils, sunglasses) to attendees

Opening Ceremony Sponsor: \$10,000

This premier sponsorship will be visible in all capitol step photos and is sure to bring you visibility and recognition throughout the event!

- Listed as a premier sponsor on MAPSA's website and on all t-shirts
- Opportunity to deliver a brief welcome message
- Place two of your own pop-up signs near the steps
- Pass out any of your swag (i.e. pencils, sunglasses) to attendees
- Large banner behind the ceremony with your logo listed

Registration Sponsor: \$5,000

Get exposure early with attendees as they register for the event and gain visibility in email communications with direct links to drive your web traffic.

- Recognition in confirmation email and reminder email sent to all attendees with direct link of your choice
- Place your pop-up signage near on-site registration area at event
- Name listed as a sponsor on MAPSA's website and all t-shirts

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Lunch Sponsor: \$2,500

Get the opportunity to network at lunch with a premiere location to greet attendees and make lasting relationships.

- Place your pop-up signage and giveaways throughout the lunch area
- Your logo and name will appear on table signage around the lunch buffet
- Name listed as a sponsor on MAPSA's website and all t-shirts

Nametag Sponsor: \$ 1,500

Earn name recognition and visibility for your company on the nametags that will include the agenda and other important information for all to see!

- Organization name and logo recognized on front of name tag
- Name listed as a sponsor on MAPSA's website and all t-shirts

Lanyard Sponsor: \$1,500

Get the prominence for your company by placing your logo around every attendee's neck as the lanyard sponsor!

- Organization name and logo printed on all lanyards
- Name listed as a sponsor on MAPSA's website and all t-shirts

Coffee Sponsor: \$1,000

Welcome guests as they register and fill their coffee cups before acts hit the main stage and gain exposure with signage for all attendees to see!

- Place your pop-up signage next to the coffee area
- Your logo and name will appear on table signage around the coffee station
- Place handouts/giveaways on a small table near coffee station
- Name listed as a sponsor on MAPSA's website and all t-shirts

T-shirt Sponsor: \$1,000

What better way to increase exposure for your company's brand than with your name listed on all of the attendees? Well, their t-shirts, anyways.

- Name listed as a sponsor on MAPSA's website and all t-shirts

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Weather Sponsor: \$750

What better way to show your support for the charter school movement by sponsoring a sunny Michigan day for an outdoor event!

- Receive signage at event thanking your company for the sunny day! (Or in case of the unexpected “Cloudy with a Chance of Meatballs”)
- Get a shout out from the Capitol steps from the event emcee to your company
- Highlighted weather forecast in reminder email thanking you!

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Interested in gaining exposure at this event? Email **Heather Risner**, Director of Member Services, at hrisner@charterschools.org today!