

CHARTER DAY AT THE CAPITOL



The Annual Charter Day at the Capitol event will bring together over 500 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 and keynote speaker, Kevin Chavous, on Lansing's Capitol steps followed by engaging meetings with lawmakers and other government officials. Attendees will then enjoy lunch on the Capitol lawn and end the day with commencements within the Capitol building. 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 UPCOMING EVENT:

Keynote Speaker Sponsor: \$10,000

This premier sponsorship will be visible in all capitol steps 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 500 t-shirts
- Opportunity to introduce the keynote speaker
- Place two of your own pop-up signs placed near the stage
- Pass out any of your swag (i.e. pencils, sunglasses) to attendees
- Large banner behind the keynote speaker with the 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 500 t-shirts

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 throughout the lunch area
- Place handouts/giveaways on a small table near coffee station
- Your logo and name will appear on table signage around the lunch buffet
- Name listed as a sponsor on MAPSA's website and all 500 t-shirts

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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 500 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 500 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 500 t-shirts

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!

Interested in gaining exposure at this event? Email Candace Embry, Marketplace Director, at cembry@charterschools.org today!