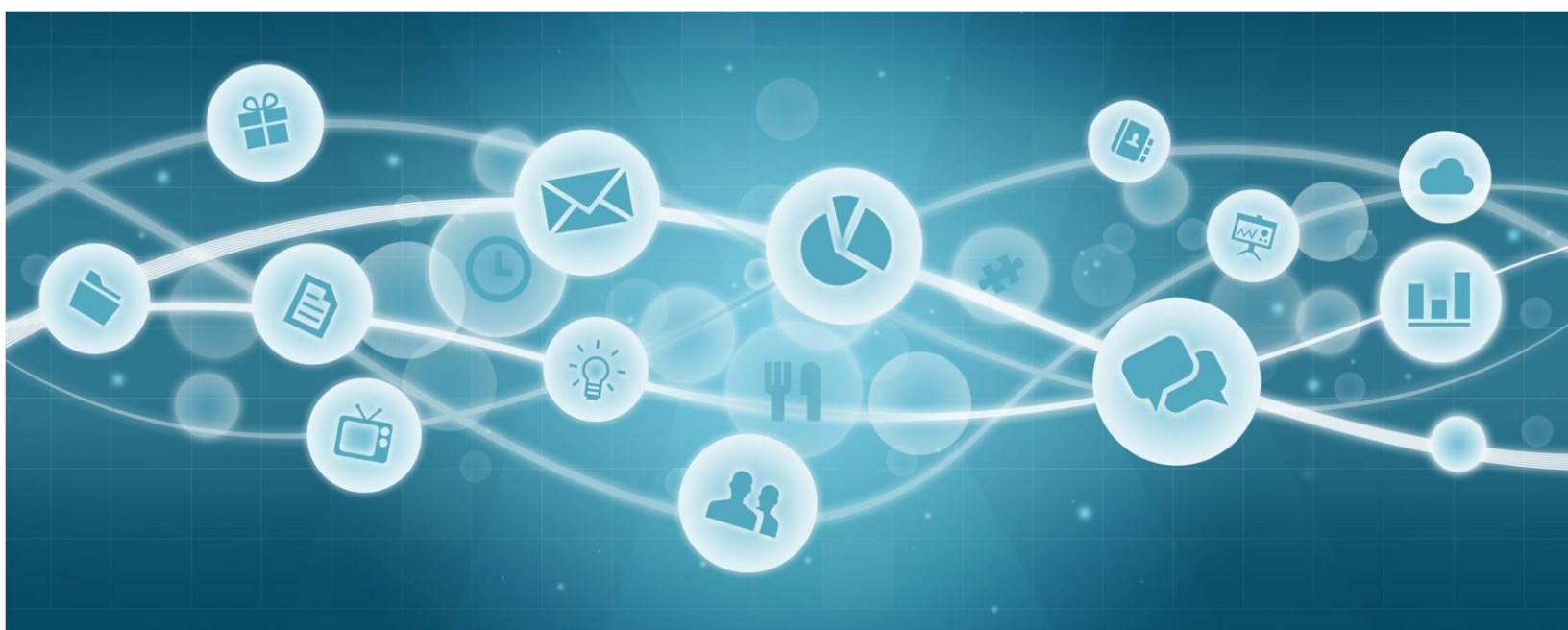


PRINT | ONLINE | MAGAZINE | EVENTS | NEWS



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 with the assistance of an executive team and many volunteers who give their time, talent and treasure to make MSAE successful.

2024 Schedule at a Glance

January

January 11 – Coffee & Conversations
Publication of the MSAE Magazine

February

February 8 – Coffee & Conversations
Publication of the Membership Directory
Educational Meeting and Luncheon

March

March 14 —Coffee & Conversations

April

April 11 - Coffee & Conversations
Educational Meeting and Luncheon

May

May 9 - Coffee & Conversations
Publication of the MSAE Magazine

June

June 13 – Coffee & Conversations

July

July 11 — Coffee & Conversations

August

August 8 – Coffee & Conversations
Publication of the MSAE Magazine
Missouri Event Summit

September

September 12 – Coffee & Conversations

October

October 10—Coffee & Conversations
Educational Meeting and Luncheon

November

November 14 – Coffee & Conversations
Publication of the MSAE Magazine

December

December 12 – Coffee & Conversations
Holiday Funfest

SPONSOR LEVELS

MSAE is committed to providing our Industry Partner members the best opportunities to highlight your company or service to our members. Starting in 2024 we've instituted sponsor levels for our Industry Partner members, featuring special benefits for each level. If your total advertising and sponsorship exceed each sponsorship level, you will receive these extra benefits. Or, you can select a sponsor level and we will work with you to identify the best advertising and sponsorship strategy.

Platinum Sponsor

\$10,000+ in total sponsorship and media purchases

- Logo placement on signage at all events and in all publications
- Logo placement on MSAE website, www.msae.net
- Year-round banner ad on 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
- Logo placement on MSAE website, www.msae.net
- Banner ad on www.msae.net for 6 months annually
- Opportunity to speak 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
- Logo placement on MSAE website, www.msae.net
- Banner ad on www.msae.net for 6 months annually

Bronze Sponsor

\$2,500+ in total sponsorship and media purchases

- Logo placement on signage at all events and in all publications
- Logo placement on MSAE website, www.msae.net

**Sponsor levels are cash and cash equivalency only—in-kind donations (including auction and door prize donations) are not eligible towards sponsorship level.*

Magazine

and print opportunities

MSAE's membership consists of association leaders, decision-makers and staff who are interested in learning more about meeting spaces/ planning services, association services and membership benefits from MSAE industry partners.

Two of the key benefits we provide our members is the **Membership Directory** and quarterly **magazine**. 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 every day 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 and/ or services and supplies. Ads are due by January 31. MSAE members who make buying decisions use this directory every day as a reference.

The MSAE Insight is a quarterly printed publication. The Magazine features timely articles, trends and resources for association managers and leaders.

MEMBERSHIP DIRECTORY ADVERTISING			
Placement	Dimensions	Price	
Back Cover, outside	7.5 x 10.25	\$1500	
Back Cover, inside	7.5 x 10.25	\$1000	
Front Cover, inside	7.5 x 10.25	\$1000	
Full Page	7.5 x 10.25	\$500	
Half Page	7.5 x 5	\$250	
Quarter Page	3.5 x 5	\$175	
QUARTERLY MAGAZINE ADVERTISING			
Front cover or back cover, inside	8.5 x 11	\$2900	Annual
		\$850	Single
Back Cover, outside	8.5 x 9	\$3600	Annual
		\$1000	Single
Full page	8.5 x 11	\$2700	Annual
		\$750	Single
Half page, horizontal	7.5 x 4	\$2100	Annual
		\$600	Single
Half page, vertical	3.5 x 11	\$2100	Annual
		\$600	Single
Quarter Page	3.5 x 4	\$1000	Annual
		\$300	Single
Business Card	3.5 x 2	\$700	Annual
		\$200	Single

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 typesetting adjustments need to be made to your ad, there will be an additional charge



Event

Sponsorship opportunities

MSAE sponsors high quality events throughout the year to connect and educate our members. The majority of these events require sponsors to help keep the costs affordable to members. We encourage sponsorship of the following events, as they are outstanding opportunities to meet with association representatives and showcase your company, product or service.

Educational Meeting & Luncheon

MSAE hosts three (3) educational meetings with a 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.

Lunch or Reception Sponsor: \$1,000 | Speaker Sponsor: \$1,000

MSAE Holiday Funfest

Each December MSAE gathers its members for a year-end celebration. This is an opportunity to network, enjoy dinner with colleagues, buy great gifts in 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): \$500

Missouri Event Summit

This event is a collaboration between MSAE and the Missouri Travel Alliance to bring together meeting planners and industry partners to discuss opportunities for upcoming events and meetings. This premier event is for association professionals, governmental agencies, and industry representatives to network, promote and share common interests, and participate in a speakers symposium. Each sponsorship level comes with a set of donor benefits.

Event Sponsor (Premier): \$1,000 | Event Sponsor (Grand): \$750 | Event Sponsor (Friend): \$250

Coffee & Conversations

Each month, MSAE hosts "Coffee & Conversations" 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.

Missouri Society of Association Executives Media Contract

Company Name: _____

Primary Contact Name: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ Fax: _____

Email: _____

MEMBERSHIP DIRECTORY ADVERTISING			
Placement	Dimensions	Price	Selection
Back Cover, outside	7.5 x 10.25	\$1500	
Back Cover, inside	7.5 x 10.25	\$1000	
Front Cover, inside	7.5 x 10.25	\$1000	
Full Page	7.5 x 10.25	\$500	
Half Page	7.5 x 5	\$250	
Quarter Page	3.5 x 5	\$175	

EVENT SPONSORSHIP			
Event	Function	Price	Selection
Education Meeting and Luncheon	Lunch	\$1,000	
Education Meeting and Luncheon	Speaker	\$1,000	
Holiday Funfest	Premier	\$1,000	
Holiday Funfest	Grand	\$750	
Holiday Funfest	Friend	\$500	
Event Summit	Premier	\$1,000	
Event Summit	Grand	\$750	
Event Summit	Friend	\$500	
Coffee & Convo	General	\$200	

QUARTERLY MAGAZINE ADVERTISING			
Front cover or back cover, inside	8.5 x 11	\$2900	Annual
		\$850	Single
Back Cover, outside	8.5 x 9	\$3600	Annual
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Full page	8.5 x 11	\$2700	Annual
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		\$600	Single
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		\$600	Single
Quarter Page	3.5 x 4	\$1000	Annual
		\$300	Single
Business Card	3.5 x 2	\$700	Annual
		\$200	Single

SPONSORSHIP EXTRA BENEFITS		
Level	Total Exceeds	Selection
Platinum	\$10,000	
Gold	\$7,500	
Silver	\$5,000	
Bronze	\$2,500	

TOTAL AMOUNT DUE	
Directory Advertising	
Quarterly Magazine Advertising	
Event Sponsorship	
Total Amount Due	

Mail to:

MSAE, PO Box 1574, Jefferson City, MO 65102 | Email to: info@msae.net

Invoice will be mailed and due upon receipt. Questions? Call 573-659-8898