

Minnesota Elementary School Principals' Association

Business Partnership and Endorsement Plan

Partnerships span the MESPA fiscal year: July 1, 2011 – June 30, 2012.

Business Partner provides

funds that benefit the general MESPA membership. At the Champion/Premier levels, partnerships may be a combination of direct monetary donations and paid advertisements in the *MESPA Advocate* newsletter. Monetary donations may be directed to be used as MESPA sees fit, or to fund a specific speaker or program.

Premier level

- \$7,700 - \$15,000+

Champion level

- \$4,700 - \$7,700

Star level

- \$2,500 - \$4,700

Business Partner receives

promotion of partner business, product, or services to MESPA membership. At each level, partners receive benefits of the previous levels, plus additional benefits – as listed below.

Premier level

- MESPA member mailing list.
- Opportunity to speak to MESPA leaders at statewide Leadership Conference, or MESPA board meeting.
- Endorsement letter sent to MESPA members, at partner's expense.
- Literature distributed to MESPA Institute attendees.
- Exhibit booth promoted to MESPA members in advance of MESPA Institute.

Champion level

- Complimentary single Institute exhibit booth.
- Opportunity to speak at MESPA division meetings (Division presidents encouraged to invite partner to present at statewide division meetings).
- Individual sidebar on MESPA Web home page (highlighting special MESPA promotions).

Star level

- MESPA logo for use in partner's materials.
- Blurb promoting partner product or program in *MESPA E-News*. (1-3 times/year).
- Partner page on MESPA Web with: partnership level, business name and contact information, partner logo, business description with key products and programs, logo, link to partner's Web.
- Partnership listing in *MESPA Advocate* newsletters and on MESPA Web home page.
- Electronic billboard at MESPA Institute, annual statewide convention.

Premier Partner

\$7,700 - \$15,000+

Blue Cross and Blue Shield of MN
Hazelden
Horace Mann
Lifetouch
Minnesota College Savings Plan
Target
TIES

Champion Partner

\$4,700 - \$7,700

Lexia Learning
Scholastic
Study Island
United Way
VIRCO

Star Partner

\$2,500 - \$4,700

First Tech/Promethean
Zaner-Bloser