



# Midwestern States Environmental Consultants Association

## 2017 Annual Sponsorships Opportunities

The Midwestern States Environmental Consultants Association was established to advance the field of environmental consulting by improving the professional competence of our members through education and dissemination of information related to technical developments, regulations, training, and codes, all pertaining to environmental protection. Collectively we represent hundreds of professional environmental consultants who use and need the services you provide.

We would like to invite you to promote your company, products and/or services to our members through the following opportunities. If you don't find the sponsorship you are looking for, please let us know.

*We are happy to try and accommodate your needs and most opportunities can be customized specifically for you.*



# Annual Sponsorships Overview

<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>BRONZE SPONSOR</b>
Associate MSECA Membership	Associate MSECA Membership	Associate MSECA Membership
Year round recognition as a Gold Sponsor including:	Year round recognition as a Silver Sponsor including:	Year round recognition as a Bronze Sponsor including:
<ul style="list-style-type: none"> <li>• Recognition as an Event Sponsor at all MSECA events during 2017</li> <li>• Logo and Link included on all MSECA event and webinar promotion emails</li> <li>• Logo and Link included on the MSECA homepage, event, and webinar pages</li> </ul>		
60 points to customize your sponsorship package	30 points to customize your sponsorship package	3 points to customize your sponsorship package
Additional points can be purchased for \$40.00.	Additional points can be purchased for \$42.50.	Additional points can be purchased for \$45.00.
<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>

## Customizable Sponsorship Points\*:

### Event Sponsorships

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| 20 - Primary Seminar Sponsor    | 4 - Program Sponsor                 |
| 12 - Primary Meeting Sponsor    | 2 - Break Sponsor                   |
| 10 - Seminar Lunch Sponsor      | 2 - Registration Sponsor            |
| 10 - Bag Sponsor                | 2 - Table at a Half Day Meeting     |
| 7 - Lanyard Sponsor             | 2 - Additional Seminar Registration |
| 5 - Table at a Full Day Seminar |                                     |

### Email Sponsorships

- |                        |                      |
|------------------------|----------------------|
| 2 - Email Banner Image | 3 - Top Banner Image |
|------------------------|----------------------|

\*Please see pages 4-6 for a detailed list of these opportunities.



# Annual Sponsor Value Detailed Breakdown

<u>Sponsorship Item</u>	<u>Value</u>
Associate MSECA Membership:	\$300
Year round sponsor recognition including:	
<ul style="list-style-type: none"> <li>Recognition as an Event Sponsor at all MSECA events during 2016</li> </ul>	\$350+
<ul style="list-style-type: none"> <li>Logo and Link included on all MSECA event and webinar promotion emails</li> </ul>	\$200+
<ul style="list-style-type: none"> <li>Logo and Link included on the MSECA homepage, event, and webinar pages</li> </ul>	\$125+
Customizable Sponsorship Points:	\$50 each

	<u>Total Value &amp; Savings</u>		
	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Membership:	\$300	\$300	\$300
Sponsor Recognition:	\$675+	\$675+	\$675+
Customizable Sponsorship Points:	\$3000	\$1500	\$150
<b>Total Value:</b>	<b>\$3,975</b>	<b>\$2,475</b>	<b>\$1,125</b>
<b>Total Cost:</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>
<b>Savings:</b>	<b>Over 30%</b>	<b>Over 20%</b>	<b>Over 10%</b>
<b>Additional Value:</b>	20% Discount on any additional Sponsorship items	15% Discount on any additional Sponsorship items	10% Discount on any additional Sponsorship items



# Customizable Sponsorship Points

## Event Promotions

### **Customizable Sponsorship Points**

Each sponsorship package comes with points that can be used to add the following additional items.

#### **20 points - Primary Seminar Sponsor (Limit 1 per Full Day Seminar)**

Top billing as the primary sponsor for one of our full day Seminars. You will receive special recognition including an introduction by the MSECA President and the opportunity to speak to the attendees for 2-3 minutes.

#### **12 points - Primary Meeting Sponsor (Limit 1 per Half Day Meeting)**

Top billing as the primary sponsor for the of one of MSECA's half day meetings. You will receive special recognition including an introduction by the MSECA President and the opportunity to speak to the attendees for 2-3 minutes.

#### **10 points - Seminar Lunch Sponsor (Limit 1 per Seminar)**

Special recognition as the lunch sponsor for one of MSECA's full day seminar lunches and the opportunity to have 2-3 minutes to address the attendees before we dismiss for lunch.

#### **10 points - Seminar Bag Sponsor (Limit 1 per Seminar)**

Place your logo in the hands of every attendee at a MESECA event by sponsoring the attendee bags. We will work with you on the logo and specific text on the bags or you may purchase this sponsorship for only 3 points if you would like to provide your own bags.

#### **7 points - Lanyard Sponsor (Limit 1 per Event)**

Your company's name and contact information on the lanyard used by the attendees at an MSECA event. We will work with you on the logo and specific text on the lanyards or you may purchase this sponsorship for only 2 points if you would like to provide your own lanyards.

#### **5 points - Table at a Full Day Seminar (Limited # Depending on the Venue)**

One (1) table in the exhibit area along with one (1) complimentary registration, which includes lunch and refreshments, for a full day MSECA seminar.



# Customizable Sponsorship Points

## Event Promotions

### **4 points - Program Sponsor**

Place a 3.75 x 5 b/w advertisement in the attendee program at one of MSECA's events.

### **2 points - Break Sponsor (Limit 2 per Full Day Seminar & 1 per Half Day Meeting)**

Receive special recognition around the coffee & refreshment break stations along with a special mention and thank you before we take a break at one of MSECA's events.

### **2 points - Registration Sponsor**

MSECA will either pass out at registration or place in the attendee bags one marketing piece (brochure, flyer...) or promotional giveaway you provided so that every attendee at a MSECA event receives one.

### **2 points - Table at a Half Day Meeting (Limited # Depending on the Venue)**

One (1) table in the exhibit area along with up to four (4) registrations for attendees from your company to attend a half day MSECA meeting.

### **2 points - Additional Seminar Registration**

Add an additional registration for your company at a full day MSECA seminar which includes lunch and refreshments.

Additional opportunities will arise during 2017 as MSECA develops new programs and services to support our members. Annual Sponsors will get the first chance to take advantage of those opportunities along with a discount.

We are happy to work with you to create a unique sponsorship and branding opportunity as well.



# Customizable Sponsorship Points

## Email Opportunities

### Email Banners Sponsorship

MSECA sends out emails on a weekly basis to over 900 members and industry contacts to inform them about upcoming events, webinars, and industry news. Email banners are a great, consistent way to get your message across to MSECA members and potential clients.

#### 2 points - Email Banner Image

Placed within the body of the e-mails between news items (not at the bottom).

#### 3 points - Top Banner Image

Placed near the top of each email right above the summary of the content within the email.

It is important to MSECA that you receive a great value for you sponsorship so your banners will run until you've received at least 2,000 impressions (tracked as opened emails) which will usually be 4 - 6 weeks depending on e-mail frequency.

Ad Specifications:

- 564 pixels wide x 72 pixels tall
- File format: .jpg or .gif, 50k or less
- Links to one landing page.





## 2017 MSECA Annual Sponsorship Sponsorship Agreement

- 2016 Gold Sponsor      \$3,000.00
- 2016 Silver Sponsor      \$2,000.00
- 2016 Bronze Sponsor      \$1,000.00

### Contact Information:

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Company

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Contact Person

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E-Mail

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Phone

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Fax

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Company Web Site

### Method of Payment:

Check     Visa     MasterCard     American Express     Discover

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Credit Card #

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Exp. Date

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CVC

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Total \$ Amount

---

Billing Address

---

Billing Zip Code

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Signature

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Date

Please return the completed form to the MSECA Office at  
9100 Purdue Rd Ste 200 - Indianapolis, IN 46268 or fax it to (317) 280-8527.  
Contact Brian Lewis, Executive Director at (317) 735-4005 or [blewis@mseca.org](mailto:blewis@mseca.org) if you have any questions.