



SPONSORSHIP PACKAGES

APRIL 16-20, 2024

MSA 2024

NEW YORK CITY

MSA's annual conference is the highlight of our year. We typically draw 1,200 - 1,500 attendees from magnet and theme-based schools throughout the U.S.



CONNECT with our audience year-round.

Expand your company's brand awareness by participating in year-round MSA events, both online and in-person. Enhance your company's visibility, grow your network of prospects, and make a positive impact on some of the most innovative schools in the country.

Armed with grants and funding beyond that of other public schools, as well as discretionary spending accounts, magnet school leaders look to MSA's conferences for new products and services to enhance their schools. This funding creates significant opportunity for your company. Journey with us as we innovate and elevate magnet and theme-based programs across the country.

“Magnet schools help break down barriers that too often get in the way of our highest-need students attending diverse, well-rounded schools.”

*- John B. King, Jr.,
Former U.S. Secretary of
Education*

What Are Magnet Schools?

Magnet schools are the single largest form of public school “choice.” Magnet schools are visionary, innovative and open to all students regardless of zip code. They attract children of various socio-economic backgrounds, race and academic achievement levels. They are free and open to anyone; due to high demand, most schools determine student acceptance by a lottery system. Magnet schools are accountable to state standards and, in many cases, exceed those standards.

INVEST in the future of education.

CREATE new partnerships and lasting relationships.

Members/attendees at the MSA Annual Conference cover all the bases:

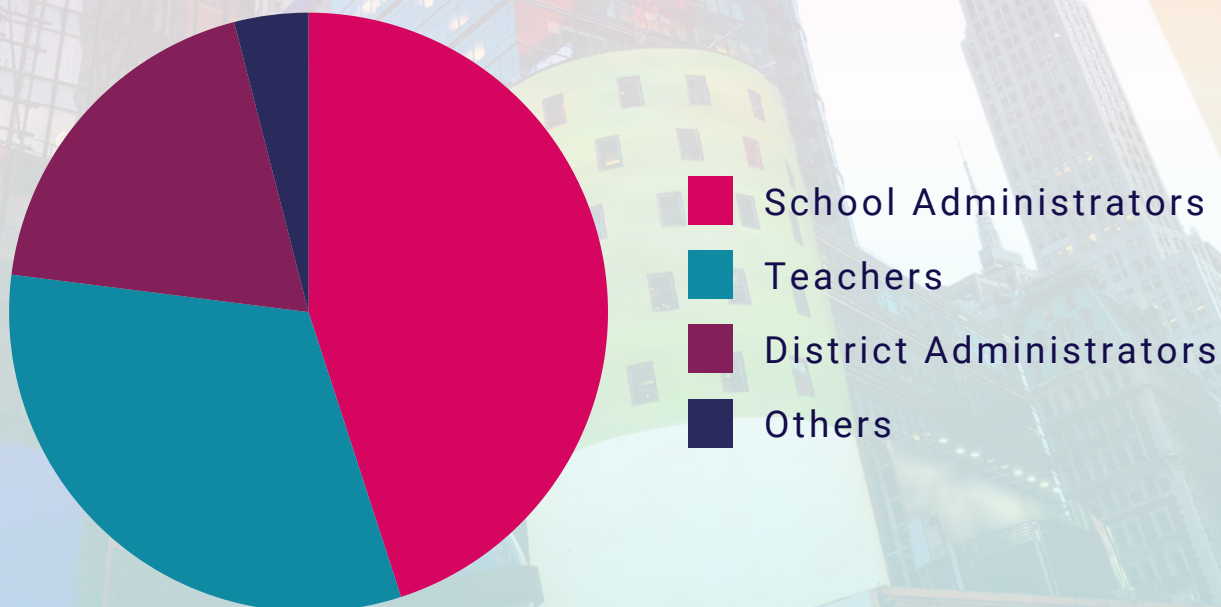
Reach decision-makers and administrators at top-performing magnet and theme-based schools nationally in districts ranging from small to large.

Communicate with magnet school teachers who can assist you in achieving success in their classrooms.

NETWORK with these decision-makers.

- Assistant Principals
- Counselors
- Curriculum Specialists
- District Executives
- Educational Consultants
- Executive Directors
- Grant Directors
- Librarians
- Principals
- Program Coordinators
- School Administrators
- School Board Members
- Senior Administrators
- Superintendents
- Teachers

Who Attends MSA Conferences?



MSA 2024 Sponsorship Packages

INCLUDES	Blue Ribbon \$10K	Red Ribbon \$6K	White Ribbon \$4K
Exhibit Table	✓	✓	✓
Enhanced Exhibit Location	✓		
Sponsor 30-Second Promo Video Played During General Session	✓		
30-Second Promo Video for e-Marketing (MSA Must Approve)	✓	✓	
90-Minute Pre-Conference Workshop	✓		
50-Minute Concurrent Session		✓	
Session/Workshop Promoted in App	✓	✓	
Full Conference/Exhibitor Registration	2	2	1
Logo with Hyperlink on Conference Site	✓	✓	✓
Logo with Hyperlink on magnet.edu Website	✓		
One Exclusive Pre- and One Post-Conference e-Blast*	✓		
One Exclusive Pre- OR Post-Conference e-Blast*		✓	
One Pre- and One Post- Conference e-Blast; Includes 50 Words and Logo with Hyperlink*		✓	✓
Mobile App Banner	✓		
Speed Networking Event	✓	✓	✓
List of Attendees and Their Organizations**	✓	✓	✓
Post-Conference Mobile App Analytics	✓	✓	✓
Conference Bag Insert***	✓		
One-Year Complimentary Business Membership	✓		

*MSA will distribute Sponsor-provided HTML or Word content with graphics and hyperlinks to MSA 2024 Conference Registrants.

**No contact information will be provided due to privacy laws.

***Partner is responsible for printing/shipping.

For more information please contact:
Exhibitor & Sponsorship Team - sponsors@magnet.edu

MSA 2024 Add-Ons

(Available to White Ribbon Sponsors and above)

Price Per Item	Sponsorships
\$15,000	Closing Awards Event Sponsor <i>Only 2 available</i>
\$8,000 per item	<ul style="list-style-type: none"> Opening Reception Sponsor <i>Only 2 available</i> Breakfast Sponsor <i>Only 2 available</i>
\$2,500 per item	<p>Region Meetings Sponsor - sponsor can place a marketing piece on each table and will be recognized during the meeting.</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 20px;"> <p>Region 1</p> <p>Region 2</p> <p>Region 3</p> <p>Region 4</p> <p>Region 5</p> <p>Region 6</p> </div> </div>
\$1,500 per item	<ul style="list-style-type: none"> 25 drink tickets to hand out for attendees to use at Opening Reception and Closing Event <i>MSA will provide tickets</i> Exclusive pre OR post conference blast* Conference/school tour T-shirt sponsor Fifteen to Thirty second opportunity to play a video during a general session <i>Video must be approved by MSA</i> Conference bag insert (Catalog/Large Giveaway); partner is responsible for printing/shipping <i>Limited number</i>
\$1,000	Conference bag insert (Postcard/Flyer/Small Giveaway); partner is responsible for printing/shipping <i>Limited number</i>
\$1,000 per session	Speed Learning Workshops: 20-minute learning sessions with dedicated space. Purchase 2 or more for \$850/each.
\$939	Add'l conference/exhibitor badge; includes access to all meals/events

IMPORTANT NOTES

We will have a show decorator and detailed information will be in the exhibitor portal. Lead retrieval will be available for purchase in the exhibitor portal.

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Additional Opportunities

EVENTS

- Policy Training Conference ◊ February 7-9, 2024 ◊ Washington, DC - prices vary
- Webinars: 50-minute educational session recorded by MSA - \$2,500/each

WEEKLY E-NEWSLETTER

- One issue, \$500
- Each additional issue, \$400
- One issue PLUS website ad for one month, \$750



Open Rate: 30%



More than 7,500
Opt-In Recipients



Sent Weekly
on Thursday

CONTACT INFO

For more information or to customize a package, please contact:
Exhibitor & Sponsorship Team - sponsors@magnet.edu



The Magnet Schools conference gives us amazing ROI – we meet dozens of new and current customers, and the MSA staff goes above and beyond to make sure we have a great experience. We will attend every year!

*- Daniel Spooner,
Eastern Regional Manager, Anatomage*



About MSA



Magnet Schools of America (MSA) is a national nonprofit professional education association whose members are schools and school districts. The association is a resource to the nation's 4,300 K-12 magnet schools, as well as parents, teachers, school boards, administrators, business leaders, community organizations and institutions of higher education. MSA supports its members year round through professional development opportunities, advocacy, and awards.