



MISSOURI
SCHOOL PUBLIC RELATIONS
ASSOCIATION

Sponsorship Information & Opportunities

2024-2025

The Missouri School Public Relations Association (MOSPRA) is pleased to provide information to businesses wishing to support the work of school communications professionals. MOSPRA offers three primary levels of full-year sponsorships as well as other opportunities to share information about your company with our members. Ultimately, the greatest return on your investment is spending time with our members. MOSPRA prides itself in being a very welcoming association and we respect the support educationally-minded businesses share with us.



Fall Conference Information

MOSPRA holds its Fall Conference annually in late October or early November. The event rotates between Kansas City, St. Louis and Springfield. Gold Level Sponsors receive two registrations at no cost and Silver Level Sponsors receive one registration at no cost. Bronze Level Sponsors must register if they wish to participate in meals and special events.

MOSPRA also accepts “conference only” sponsorships.

As sponsors will see on the “Return on Investment” table, there are multiple opportunities to share time with MOSPRA members.

Spring Conference Information

MOSPRA holds its Spring Conference jointly with the Missouri Association of School Administrators (MASA). MASA is the lead association for the conference and they oversee much of the planning and marketing of the event. MASA also exclusively oversees the Exhibit Hall, and businesses who wish to have a booth must contact MASA.

Business Sponsors who wish to attend the conference, including meals and special events, must register for the event. MOSPRA Business Sponsors should note on the registration that they are “members” of MOSPRA so the correct number of meals are purchased for the various banquets.

MOSPRA will assign specific events to Business Sponsors based on their level (Gold, Silver, Bronze). Should the Business Sponsor not register for the conference, but wish to attend the event their name is associated with, they will need to purchase their meal.

To contact MASA, call 573.638.4825 or email melissa.shannon@mcsa.org.

Regional Meetings and Workshops

MOSPRA has four regions: Eastern (primarily the St. Louis area and the southeast portion of the state), Western (the Greater Kansas City area, west central Missouri, and northwest Missouri), Mid-state (much of central Missouri, but also stretching into northeast and south central Missouri), and the Ozark Region (most of southwest Missouri). Full-year sponsors have opportunity to be part of those meetings. (Please see the ROI table for more information.) Regional membership varies as does the number of meetings held each school year.

MOSPRA Regional meetings are occasionally held virtually, and sponsors may inquire about being part of those events as well. Likewise, MOSPRA holds statewide Zoom presentations on occasion, and we welcome sponsorship of those sessions. Please contact MOSPRA to learn more about being part of these sessions. We typically limit sponsorship to one or two businesses per event.

Workshops and Other Events

MOSPRA holds several workshops and other events throughout the year that fall outside of the full-year membership ROI. Businesses interested in sponsoring these events should contact the Executive Director.

- One-Person Office Strategic Planning.
- APR Study Group
- Sub-Regional “Rogue” Meetings
- Solo-Pros Statewide and Regional Zoom/Google Meet meetings
- Happy Hours (both in person and virtual)
- NSPRA-related gatherings
- Membership Team Building Events
- Special Board & Leadership Meetings

For questions about our conferences, meetings and special events, please contact David Luther, Executive Director
MOSPRA_Director@iCloud.com / 573.353.0590



MOSPRA: Sponsor Levels and Return on Investment (ROI) (2024-2025)

Level	Gold	Silver Level	Bronze Level
Cost	\$8,000	\$3,500	\$1,150
	There are only two Gold Level Sponsors and they rotate "Presenting Sponsor" status at the Fall and Spring Conferences. Should either conference be compromised, Gold Level sponsors would share "Presenting Sponsor" status.		
	Additional Opportunities for Gold Level include sponsoring MOSPRA Board meetings; Leadership Winter Retreat; MOSPRA Sunday Evening Meal @ NSPRA Seminar	Additional Opportunities for Silver Level <u>may</u> include sponsoring Board meetings; Retreats; NSPRA Seminar-related events; and other events (Gold level get first right of refusal)	
	*Ongoing special recognitions	*Ongoing special recognitions	*Ongoing special recognitions
Ongoing Marketing Opportunities	Four "MOSPRA Update" (Op-eds)	Two "MOSPRA Updates" (Op-eds)	One MOSPRA Update (Op-eds)
	Eight Facebook Posts	Four Facebook Posts	Two Facebook Posts
	Ten Twitter Posts	Five Twitter Posts	Two Twitter Posts
	Logo appears in every MOSPRA Update	Logo appears in every MOSPRA Update	Logo appears in every MOSPRA Update
	Four Presentations at MOSPRA Regional Meetings (Limited to 5 minutes)	Four Presentations at MOSPRA Regional Meetings (Limited to 5 minutes)	Two Presentations at MOSPRA Regional Meetings (5-minute limit)
	Logo and link on MOSPRA Website	Logo and link on MOSPRA Website	Logo and link on MOSPRA Website
Fall Conference	Presenting Sponsor: 10-minute presentation		
	Participate in Goldmine Event	Participate in Goldmine Event	Participate in Goldmine Event
	Sponsor Logo on all marketing materials	Sponsor Logo on all marketing materials	Sponsor Logo on all marketing materials
	Access to membership email addresses (for those registered for conferences)	Access to membership email addresses (for those registered for conferences)	Access to membership email addresses (for those registered for conferences)
	Three emails related to conference	Two emails related to conference	One email related to conference
	Two Fall Conference Registrations at no cost	One Fall Conference Registration at no cost	
	Host "Drawing" for those registered (optional)	Host "Drawing" for those registered (optional)	Host "Drawing" for those registered (optional)
Spring Conference	Bring greetings	Bring greetings	Be recognized at banquet
	Host either Banquet or Reception	Host special event or special session if available	Potentially host session
	Host special event if available	Potential co-host special event	
	All MOSPRA marketing materials for conference will carry company logo	All MOSPRA marketing materials for conference will carry company logo	All MOSPRA marketing materials for conference will carry company logo
Special Note: We will reach out to sponsors as additional opportunities arise to showcase your products.			

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