



# 2026 ANNUAL CONFERENCE SPONSORSHIP LEVELS

## A Message from the Executive Director

*Dear Partners,*

*Thank you for your continued support of the Michigan Adult, Community, and Alternative Education Association. Your partnership means so much to us—and to the thousands of learners our programs serve each year.*

*Because of your generosity, MACAE is able to provide high-quality professional development, meaningful networking opportunities, and vital resources that strengthen our field, empower educators, and build a more connected educational community—one that uplifts learners of all backgrounds and celebrates their successes.*

*Together, we can shape the future of education and expand opportunities for learners throughout the state. Thank you for being a part of this important work!*

*With sincere appreciation,*

**Kristen Swiantek**  
Executive Director



# 2026 ANNUAL CONFERENCE SPONSORSHIP LEVELS

## Premier (1) - \$5,000

- Exclusive Naming Rights as Premier
- Keynote Sponsorship with Opportunity to Share Remarks Prior to Address
- Recognition in Opening & Closing Conference Remarks
- 3 Banner Ads (1584px x 396px) in Conference-Related Emails to Attendees
- 1 Sponsor Spotlight on MACAE's Facebook Page Prior to Conference (Image & Caption Provided by Sponsor)
- 1 Exhibitor Booth (1 six-foot skirted table with 1 chair)
- 3 Complimentary Conference Registrations
- 25% Discount on Conference Registrations for Additional Staff
- 3 Individual Memberships
- Access to Conference Attendee Contact List
- Top-Tier Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

## Lunch Sponsor (2) - \$3,500

- Opportunity to Share 5-Minute Remarks During Lunch
- Opportunity to Place Company's Printed Materials on Tables During Lunch (Provided by Sponsor)
- Multiple 8.5 x 11 Inch Acrylic Signs with Logo Displayed at Food Station
- Logo Displayed on Screen During Lunch
- 1 Banner Ad (1584px x 396px) in Conference-Related Email to Attendees
- 1 Sponsor Spotlight on MACAE's Facebook Page Prior to Conference (Image & Caption Provided by Sponsor)
- 1 Exhibitor Booth (six-foot skirted table with 1 chair)
- 1 Complimentary Conference Registration
- \$200 Conference Registration for 1 Additional Staff Member (Savings of \$300)
- 1 Individual Membership
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

# 2026 ANNUAL CONFERENCE SPONSORSHIP LEVELS

## President's Reception Sponsor (1) - \$3,250

- Opportunity to Share 5-Minute Welcoming Remarks at President's Reception
- Opportunity to Place Company's Printed Materials on Tables at President's Reception (Provided by Sponsor)
- Logo Displayed on 24 x 36 Inch Welcome Sign
- 1 Banner Ad (1584px x 396px) in Conference-Related Email to Attendees
- 1 Sponsor Spotlight on MACAE's Facebook Page Prior to Conference (Image & Caption Provided by Sponsor)
- 1 Exhibitor Booth (1 six-foot skirted table with 1 chair)
- 2 Complimentary Conference Registrations
- 2 Individual Memberships
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

## Exhibitor Reception Sponsor (2) - \$3,000

- Opportunity to Share 5-Minute Remarks at Exhibitor Reception
- Opportunity to Place Company's Printed Materials on Tables at President's Reception (Provided by Sponsor)
- Logo Displayed on 24 x 36 Inch Welcome Sign
- 1 Banner Ad (1584px x 396px) in Conference-Related Email to Attendees
- 1 Exhibitor Booth (1 six-foot skirted table with 1 chair)
- 2 Complimentary Conference Registrations
- 2 Individual Memberships
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

# 2026 ANNUAL CONFERENCE SPONSORSHIP LEVELS

## Breakfast Sponsor (3) - \$3,000

- Opportunity to Share 5-Minute Remarks at 1 Breakfast
- Opportunity to Place Company's Printed Materials on Tables During Breakfast (Provided by Sponsor)
- Multiple 8.5 x 11 Signs with Logo Displayed
- 1 Banner Ad (1584px x 396px) in Conference-Related Email to Attendees
- 1 Exhibitor Booth (six-foot skirted table with 1 chair)
- 2 Complementary Conference Registration
- \$200 Conference Registration for 1 Additional Staff Member (Savings of \$300)
- 2 Individual Membership
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

## Social Event Sponsor (1) - \$2,500

- Opportunity to Share 5-Minute Remarks at Social Event
- Logo Displayed on 24 x 36 Inch Welcome Sign
- 1 Complimentary Conference Registration
- 1 Individual Membership
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

# 2026 ANNUAL CONFERENCE SPONSORSHIP LEVELS

## Giveaway Sponsor (1) - \$2,000

- Company Logo Included in/on Giveaway Item Chosen by MACAE
- Opportunity to Place Company Materials at Registration Table (Provided by Sponsor)
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

## Exhibitor Friend of MACAE (Limited Availability) - \$1,500

- 1 Premium Location Exhibitor Booth (1 six-foot skirted table with 1 chair)
- 1 Complimentary Conference Registration
- \$200 Conference Registration for 1 Additional Staff Member
- 1 Individual Membership
- Access to Conference Attendee Contact List
- Logo Placement on Conference Signage, Website, and Printed Materials
- Logo Featured on Screen During Conference

## Power Break Sponsor (2) - \$1,000

- Sponsored Snack Breaks with Multiple 8.5 x 11 Signs Displayed at Snack Table
- Logo Featured on Screen During Conference
- Access to Conference Attendee Contact List

# 2026 ANNUAL CONFERENCE SPONSORSHIP LEVELS

## Exhibitor (Limited Availability) - \$650

- 1 Exhibitor Booth (1 six-foot skirted table with 1 chair; may not have access to electricity)
- 1 Complimentary Conference Registration
- \$200 Conference Registration for 1 Additional Staff Member
- Access to Conference Attendee Contact List

# ADDITIONAL ENGAGEMENT OPPORTUNITIES

## Virtual Spring Institute Sponsor (4) - \$1,000

- Opportunity to Share 5-Minute Remarks
- Logo Displayed During General Sessions & on Director's Background
- 2 Complimentary Virtual Spring Institute Registrations
- Access to Virtual Spring Institute Attendee Contact List
- Logo Featured on Spring Institute Web Page & Marketing

## Digital Engagement Sponsor (Unlimited) - \$1,000

- 1 Sponsored Newsletter Article (Up to 250 Words, Provided by Sponsor)
- 1 Sponsored Facebook Post
- Logo Featured on Website (Purchased date through June 30, 2027)
- 1 Individual Membership

## Friend of MACAE (Unlimited) - \$750

- 1 Individual Membership
- Logo Placement on Website (Purchased date through June 30, 2027)



# ADDITIONAL ENGAGEMENT OPPORTUNITIES

## Voice for Adult Education Sponsor (Unlimited) - \$500

- Access to Advocacy Day Contact List
- Logo Placement on Advocacy Day Signage, Folder & Website (Purchased date through June 30, 2027)
- Logo Featured on Screen During Advocacy Day
- Logo Included in Advocacy Day Emails to Membership

thank you!

**\*\*Sponsorship support is generally considered unrestricted and may be applied toward MACAE's mission activities, including advocacy and lobbying efforts, unless specific use restrictions are arranged in advance with the MACAE Director.**

For questions, please contact Kristen Swiantek at [director@macae.org](mailto:director@macae.org).