



Dear Colleague:

I am writing you on behalf of the Michigan Association for College Admission Counseling (MACAC)\*\*. MACAC's main aim is to provide professional development opportunities and resources to its members in order to create a strong college-going culture in the state of Michigan. The Michigan Association for College Admission Counseling has been very productive the last few years. We have a newly developed Mentorship program coordinated by our Professional Development committee as a way to encourage new professionals to consider college admissions as a career. Our Government Relations committee has endorsed a bill in the Michigan House of Representatives that would ensure that school counselors receive more training related to college and career counseling. We have just created the Inclusion, Access, and Success committee which will coordinate two of our most successful programs: Camp College and Urban Counselor Workshop.

Our momentum is strong. In the next few years we have a number of goals which include:

- Advocating on behalf of school counselors,
- Developing more in-person and online training events,
- Establishing working relationships with other education organizations in Michigan,
- Endowing student and counselor scholarships,
- Revamping our website and database infrastructure,
- Increasing membership,
- Building social media presence,
- Promoting awareness of issues facing underrepresented students, and
- Growing our financial reserves.

As a not-for-profit organization, MACAC relies heavily on membership dues and annual conference registration fees as our main source of revenue. These funds alone simply are not enough to accomplish these goals, let alone to maintain status quo.

As an organization vested in educating our youth, we recognize you as a partner in our endeavors. The next page outlines sponsorship options for you to consider. I hope that this will be the start of a conversation about how we can work together to provide better resources and opportunities to our members and ultimately to students seeking a positive high school to college transition. Please contact me with questions: 269-532-9780 or [hteague@kzoo.edu](mailto:hteague@kzoo.edu).

Sincerely,

Hillary Teague  
President, Michigan Association for College Admission Counseling

*\*\*The Michigan Association for College Admission Counseling (MACAC) is an affiliate of the National Association for College Admission Counseling (NACAC). It is an organization of over 1,000 professionals from across our state and region whose main professional mission is to serve students as they make choices about pursuing post-secondary education. MACAC effectively brings together secondary school counselors, independent education consultants, college admission officers, enrollment managers, and like-minded organizations; our purpose is to engage each other in professional development as we guide students through the secondary-to-higher-education transition.*

## **SPONSORSHIP PACKAGES**

**Doctoral Package - \$2000**

- Logo and link on MACAC website (Homepage and Advancement page)
- Logo on all printed materials for MACAC events
- Sponsorship of Conference Social - logo on posters at the social
- Sponsorship of Conference breakout sessions - logo on breakout room signs
- Annual Conference registration for (3) people\*
- Urban Counselor Workshop registration for (2) people\*

**Master's Package - \$1500**

- Logo and link on MACAC website (Homepage and Advancement page)
- Logo on all printed materials for MACAC events
- Sponsorship of Conference Social - logo on posters at the social
- Annual Conference registration for (2) people\*
- Urban Counselor Workshop registration for (1) person\*

**Bachelor's Package - \$750**

- Logo on MACAC website Advancement page
- Logo on all printed materials for MACAC events
- Annual Conference registration for (2) people\*

**Associate's Package - \$350**

- Logo on MACAC website Advancement page
- Annual Conference registration for (1) person\*

**Scholarship Package - \$500**

- Funds support Maggie Miller Student Scholarship and/or Counselor Scholarship
- Logo on MACAC website Advancement page

*\*Conference attendees may submit session proposals*

### **ADVERTISING AND EXHIBITING**

*Advertising and Exhibitor Tables can be purchased without being a conference sponsor.*

	<i><b>In Addition to Sponsorship</b></i>	<i><b>No Sponsorship</b></i>
<b>Exhibitor Tables</b>		
Annual Conference	\$50	\$350
Urban Counselor Workshop	\$25	\$150
<b>Advertising</b>		
Annual Conference Program - Business Card Ad	\$15	\$50
Annual Conference Program - Half Page	\$25	\$200
Annual Conference Program - Full Page	\$50	\$350
Conference Attendee Email List	\$100	\$150
MACAC Muse Quarterly Newsletter - Half Page	\$25	\$200
MACAC Muse Quarterly Newsletter - Full Page	\$50	\$350



# MACAC

MICHIGAN ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

Company/Organization Name: \_\_\_\_\_

Contact Person Name/Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**Choose all that apply:**

<b>SPONSORSHIP PACKAGES</b>	<b>Cost</b>	<input checked="" type="checkbox"/>
Doctoral Package	\$2000	<input type="checkbox"/>
Master's Package	\$1500	<input type="checkbox"/>
Bachelor's Package	\$750	<input type="checkbox"/>
Associate's Package	\$350	<input type="checkbox"/>
Scholarship Package	\$500	<input type="checkbox"/>

<b>ADVERTISING/EXHIBITION</b>	<b><i>In Addition to Sponsorship</i></b>	<input checked="" type="checkbox"/>	<b><i>No Sponsorship</i></b>	<input checked="" type="checkbox"/>
<b>Exhibitor Tables</b>		<input type="checkbox"/>		<input type="checkbox"/>
Annual Conference	\$50	<input type="checkbox"/>	\$350	<input type="checkbox"/>
Urban Counselor Workshop	\$25	<input type="checkbox"/>	\$150	<input type="checkbox"/>
<b>Advertising</b>		<input type="checkbox"/>		<input type="checkbox"/>
Annual Conference Program - Business Card Ad	\$15	<input type="checkbox"/>	\$50	<input type="checkbox"/>
Annual Conference Program - Half Page	\$25	<input type="checkbox"/>	\$200	<input type="checkbox"/>
Annual Conference Program - Full Page	\$50	<input type="checkbox"/>	\$350	<input type="checkbox"/>
Conference Attendee Email List	\$100	<input type="checkbox"/>	\$150	<input type="checkbox"/>
MACAC Muse Quarterly Newsletter - Half Page	\$25	<input type="checkbox"/>	\$200	<input type="checkbox"/>
MACAC Muse Quarterly Newsletter - Full Page	\$50	<input type="checkbox"/>	\$350	<input type="checkbox"/>

<b>TOTAL AMOUNT DUE</b>	
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<b>Credit Card</b>	<input checked="" type="checkbox"/>	<b>Check (payable to MACAC)</b>	<input checked="" type="checkbox"/>
Direct Payments to <a href="mailto:admin@macac.org">admin@macac.org</a>	<input type="checkbox"/>	Mail to Zay Reynolds, MACAC Exec Asst	<input type="checkbox"/>