

DECEMBER 9-10, 2026
DETROIT MARRIOTT TROY
MiESS**26**

SPONSORSHIP OPPORTUNITIES

Partner with us - reach school leaders in Michigan

sponsorship@charterschools.org

DETROIT MARRIOTT TROY
200 W. Big Beaver Rd.
Troy, MI 48084

WHAT IS MAPSA?

MICHIGAN ASSOCIATION OF PUBLIC SCHOOL ACADEMIES

MAPSA, Michigan's Charter School Association, represents a statewide movement of charter school stakeholders. We harnessed the power of our charter community through direct and digital grassroots engagement, identifying schools shared challenges and developing resources that support their work. We work closely with charter stakeholders to understand their needs so that we can effectively give the charter community a voice on the issues that matter at the statewide policy level.



Charter Day at the Capitol 2026



ABOUT THE MICHIGAN CHARTER SCHOOL SYMPOSIUM

The Michigan Charter School Symposium is a premier, two-day gathering of over **450** charter school leaders, management company executives, board members and authorizers from across the state.

This is not a passive experience.

Attendees are actively involved in—

- **IDENTIFYING SCHOOL NEEDS AND OPPORTUNITIES FOR GROWTH**
- **EXPLORING NEW IDEAS FOR THE FUTURE OF THEIR SCHOOL**
- **MAKING DECISIONS THAT DIRECTLY IMPACT THEIR STAFF AND STUDENTS**

The symposium is where Michigan's charter school leadership community comes together to tackle the most pressing challenges facing schools today and shape what comes next in the future of education.



WHO'S COMING?

A HIGHLY
ENGAGED,
DECISION-MAKING
AUDIENCE

attendees are:



SELECTING PARTNERS AND SERVICE PROVIDERS



IMPLEMENTING NEW STRATEGIES AND PROGRAMS



LEADING INNOVATION WITHIN THEIR SCHOOLS AND ORGANIZATIONS



For sponsors, this creates a unique opportunity to connect with an audience that is not only influential, but actively seeking solutions.

WHY THIS MATTERS

The Symposium offers more than visibility, it provides access. From general sessions to informal networking moments, sponsors are positioned within an environment where:

- **CONVERSATIONS ARE INTENTIONAL**
- **CHALLENGES ARE OPENLY SHARED**
- **PARTNERSHIPS ARE FORMED**

For organizations looking to build relationships, demonstrate value, and support the future of education, the Michigan Charter School Symposium offers a powerful and direct connection to the people leading that work.





SPONSORSHIP PACKAGES

	PRESENTING (1 AVAILABLE)	PLATINUM (1 AVAILABLE)	GOLD (4 AVAILABLE)	SILVER (14 AVAILABLE)
 MAIN STAGE SPOTLIGHT	Wednesday General Session, 3 Minute Video, Pop-Up Signage, MC Shoutout, Giveaway	Thursday General Session, 3 Minute Video, Pop-Up Signage, MC Shoutout, Giveaway	X	X
 ON-SITE ENGAGEMENT	Premium Location Exhibit Booth, +10 Registrations	Exhibit Booth, +6 Registrations	Exhibit Booth, +4 Registrations	2 Registrations
 BRAND VISIBILITY	Full-Page Inside Front Cover Program Ad, Top-Tier Logo Placement	Full-Page Program Ad, Second-Tier Logo Placement	Choose 1 — Lunch, Breakfast, Registration, Headshot Station	Choose 1 — Lanyard, Name Badge, Hotel Keycard, Coffee Station, Recharge Lounge, Trivia, Social, Scholarship
 VIP RELATIONAL ACCESS	Sponsored Breakout Session & Private VIP Breakfast	Sponsored Breakout Session	X	X
 ONGOING EXPOSURE	3 featured articles, 9 pinned posts, and access to Opportunity Hub in MN	2 featured articles, 4 pinned posts, and access to Opportunity Hub in MN	1 featured article, 3 pinned posts, and access to Opportunity Hub in MN	Access to Opportunity Hub in MN

Glossary definitions of all opportunities available on pages 11-13 of this document

SPONSORSHIP PACKAGES

Making your brand visible and valuable at the exact right moment.

PRESENTING SPONSOR

\$50,000

Be positioned at the center of the Symposium with unmatched visibility and direct access to key decision-makers. This package is designed for organizations looking to build high-value relationships and lead the conversation.

PLATINUM SPONSOR

\$30,000

Gain premium visibility and strong positioning throughout the event while connecting with a highly engaged audience. Ideal for organizations looking to elevate their presence and credibility.

GOLD SPONSOR

\$15,000

Align your brand with key moments of the Symposium and connect with attendees through targeted, high-impact opportunities. A strong option for building awareness and engagement.

SILVER SPONSOR

\$7,500

Establish your presence at the Symposium and gain meaningful exposure through focused sponsorship opportunities. A great entry point to connect with the charter school community.

INCLUDED FOR ALL SPONSORS:

1. Mastermind Network Marketplace listing
2. Access to Mastermind Network for collaboration with Charter Leaders
3. Listed in promotional emails
4. Listed on MAPSA website event landing page
5. Listed in event print materials and signage
6. Access to attendee list (no email addresses)

INNOVATIVE EXHIBIT GALLERY

Stronger, Smarter, Future-Focused Brand Partnerships

THE EXHIBIT HALL IS NOT JUST A SHOWCASE OF PRODUCTS AND SERVICES, IT IS A LIVING GALLERY OF IMAGINATION, INNOVATION, AND POSSIBILITY.



EXHIBITOR
ONLY

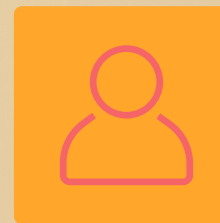
MiCSS26 THEMES

INTERESTED EXHIBITORS CAN STILL
APPLY FOR OUR WAITLIST



BEYOND SCHOOL CHOICE: COMPETING FOR LEARNER CHOICE

Families are driving the market.
Exhibitors that support: data tools, enrollment marketing services, family engagement platforms



PERSONALIZED LEARNING & MASTERY

Building schools that adapt to students.
Exhibitors that support: adaptive tech platforms, assessment innovators, LMS/AI tools, personalization coaches



CAREER-CONNECTED LEARNING

Designing pathways that lead everywhere.
Exhibitors that support: workforce intermediaries, CTE programs, industry credential providers



REINVENTING THE EDUCATOR EXPERIENCE

Educators thrive and lead in schools.
Exhibitors that support: PD providers, culture-building partners, coaching platforms, tools for leadership



FUTURE-READY SCHOOL LEADERSHIP

Leading through complexity and change.
Exhibitors that support: finance tools, strategic advisory orgs, data platforms



COMMUNITY ECOSYSTEMS & PARTNERSHIPS

Building a village around every child.
Exhibitors that support: wraparound services, community-based learning partners, health/wellness orgs

\$3,000

Includes a booth space +1 registration. Ideal for organizations looking to build visibility and start conversations. This curated collection of vendors will be qualified based on alignment with our Themes.
By application only.

[Apply Today!](#)

APPLY TODAY!

What Our Sponsors Say

Sponsors return, year after year, because this is the place to be to meet Michigan charter school leaders and decision-makers.

100%
OF SPONSOR SURVEY
RESPONDENTS
WOULD RECOMMEND
THE MI CHARTER
SCHOOL SYMPOSIUM
TO OTHERS

**“I WAS VERY
PLEASED AND
IMPRESSED. I WILL
ABSOLUTELY BE
BACK! THANKS TO
THE WHOLE
MAPSA TEAM!”**



JOIN US

We invite your organization to join us as a valued partner. Your participation will not only strengthen the event but also foster meaningful connections within the Michigan charter school community.

START THE CONVERSATION

Heather Risner

Director of Membership and Development

EMAIL sponsorship@charterschools.org

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WATCH THE 2025 HIGHLIGHT VIDEO





MiCSS26 GLOSSARY

TOP-TIER / ANCHOR OPPORTUNITIES

WEDNESDAY GENERAL SESSION SPONSOR

Kick off MiCSS with high-energy visibility in front of the conference's largest audience during our opening session.

THURSDAY GENERAL SESSION SPONSOR

Close out the Symposium with strong visibility and leave a lasting impression as attendees wrap up the event.

SPONSORED BREAKOUT SESSION

Lead a 90-minute session to share insights, engage attendees, and highlight your work. End the session with a few minutes to showcase your product.

PRIVATE VIP BREAKFAST

Build relationships with a short list of key charter leaders in a small, curated breakfast setting.

HIGH-VISIBILITY EVENT MOMENTS

MAPSA SOCIAL SPONSOR

Connect with attendees in a relaxed evening setting with food, drinks, and entertainment. Includes stage recognition and event signage.

LUNCH SPONSOR

Gain visibility during a key networking moment with stage recognition and branded signage alongside our high-quality food selections.

BREAKFAST SPONSOR

Start the day with strong brand presence during morning meals, including stage recognition and signage.

REGISTRATION SPONSOR

Be seen early with branding across registration email communications, website recognition, and on-site check-in.

HEADSHOT/PHOTOBOOTH SPONSOR

Stay visible all day with branding at the headshot station all day and at the evening social photo-booth.



ON-SITE BRANDING OPPORTUNITIES

PROGRAM AD

Place a full color advertisement in our printed program guide, earning high visibility with attendees throughout the event.

LANYARD SPONSOR

Your logo travels with every attendee for non-stop exposure throughout the entire event.

SOLD OUT

NAME BADGE SPONSOR

Showcase your brand on the name badges of 450+ charter professionals.

HOTEL KEYCARD SPONSOR

Extend your reach with branding on hotel keycards used by Symposium attendees — our room block oversells every year!

COFFEE STATION SPONSOR

Keep attendees energized with branded signage and QR code linking to your organization.

SOLD OUT

RECHARGE LOUNGE SPONSOR

Create a branded touchpoint in a high-traffic lounge space, with signage, QR code, and room for materials.

SOLD OUT



ENGAGEMENT + EXPERIENCE

TRIVIA SPONSOR

Bring energy to lunch with logo visibility and recognition during an interactive trivia session.

SCHOLARSHIP SPONSOR

Support smaller school participation while introducing your organization through a targeted email to 10 school leaders.

ONGOING + DIGITAL EXPOSURE

MASTERMIND NETWORK (MN)

MAPSA's internal platform connecting 2,000+ engaged charter school professionals across roles.

OPPORTUNITY HUB IN MN

A private group inside MN where we share real-time insights and emerging needs from schools, so you can respond with relevant solutions.

MARKETPLACE IN MN

A dedicated vendor directory within the Mastermind Network where schools discover trusted partners.