

United Today
Stronger Tomorrow
MAASE



**25-26 School Year Portfolio of
Partnership Opportunities**



4



advocacy. learning. leadership.

MAASE values our partners because we know when we are “United Today” we are “Stronger Tomorrow”. Improving outcomes for students with disabilities takes a village, and we know this work cannot happen without all of you. We appreciate your willingness to support our events, coming alongside members to walk this journey together.

I am personally committed to providing intimate opportunities for you to get to know Michigan special education leaders and build strong working relationships. Most of our events only allow one or two partners by design. It provides a huge return on investment for everyone involved, but most of all for students. This year, we’re excited to offer new, year-long partnership opportunities that expand partner benefits and combine multiple levels of exposure throughout the year.

We cannot wait to see what amazing things the 2025-2026 school year holds.

In partnership,
Abby Cypher, MAASE Executive Director

Abby Cypher



Details on each event can be found by visiting our website at
<https://www.maase.org/products/partnership-opportunities>

What's Inside

Partnership Opportunities

Ongoing Strategic Pages 4-5

Single Event Pages 6-14

Summer Institute Pages 15-17

Additional Pages 18-19

Pricing and more information can be found by visiting our website at <https://www.maase.org/partnership-opportunities>

Annual Partnership Opportunities

MAASE offers year-long* strategic partnerships that connect your organization with Michigan's special education leaders through event partnerships, webinars, networking, and digital recognition. With multiple tiers—Premier, Signature, Strategic, and Supporting—you can choose the level of visibility and engagement that best fits your goals.

| Partnership Benefits | Supporting | Strategic | Signature | Premier |
|--|------------|-----------|-----------|---------|
| LIMITED SPACE AVAILABLE | 2 | 2 | 1 | 1 |
| Partner Spotlight in MAASE News and Notes | | | | X |
| Monthly Email Blasts to MAASE members with acknowledgement of sponsorship | | | | X |
| Two Online Webinars promoted by MAASE (Partner provides content) | | | | X |
| 30 second video featured on webpage | | | | X |
| Recognition at MAASE Summer Institute Golf Event | | | X | X |
| Beverage Station & Reception Sponsor at Summer Institute | | | X | X |
| Social Media Recognition: Announcement posts sent to MAASE followers | | | X | X |
| One Bi-Monthly Professional Learning Partnership (Exhibit Table and Speaking Opportunity) | | X | X | X |
| Exclusive Networking Opportunity: Invitation to a MAASE Board Meeting Dinner | | X | X | X |
| Quarterly Email Blasts to MAASE members with acknowledgement of sponsorship | | X | X | |
| One Online Webinar promoted by MAASE (partner provides content) | | X | X | |
| Company logo as Meal Sponsor of Summer Institute | X | X | X | X |
| Website Presence: Banner and link on MAASE Website | X | X | X | X |
| Summer Institute Platinum Partnership (Prime Logo Placement, Speaking Opportunity, exhibit space & more) | | | X | X |
| Summer Institute Gold Partnership (Logo Placement, Exhibit Space, & more) | | X | | |
| Summer Institute Silver Partnership (Logo Placement, Exhibit Space, & more) | X | | | |

Premier Partnership (1 Space | \$15,000/year)

Includes:

- ✓ Summer Institute Platinum Partnership (prime logo placement, speaking opportunity, exhibit space)
- ✓ Beverage Station & Reception Sponsor at Summer Institute
- ✓ One Bi-Monthly Professional Learning Partnership (Exhibit Table and Speaking Opportunity)
- ✓ Two Online Webinars promoted by MAASE (Partner provides content)
- ✓ Website Presence: Banner & link on MAASE website
- ✓ 30-second video featured on webpage
- ✓ Monthly Email Blasts to MAASE members with acknowledgment of sponsorship
- ✓ Social Media Recognition: Announcement posts sent to MAASE followers
- ✓ Exclusive Networking Opportunity: Invitation to a MAASE Board Meeting Dinner
- ✓ Recognition at MAASE Summer Institute Golf Event
- ✓ Partner Spotlight in MAASE News and Notes

Annual Partnership Opportunities Continued

Signature Partnership (1 Space | \$12,500/year)

Includes:

- ✓ Summer Institute Platinum Partnership (*logo placement, exhibit space, verbal recognition*)
- ✓ Beverage Station Sponsor at Summer Institute
- ✓ One Bi-Monthly Professional Learning Partnership (Exhibit Table and Speaking Opportunity)
- ✓ One Online Webinar promoted by MAASE
- ✓ Website Presence: Logo & link on MAASE website
- ✓ Quarterly Email Blasts to MAASE members with acknowledgment of sponsorship
- ✓ Social Media Recognition: Announcement posts sent to MAASE followers
- ✓ Exclusive Networking Opportunity: Invitation to a MAASE Board Meeting Dinner

Strategic Partnership (2 Spaces | \$10,000/year)

Includes:

- ✓ Summer Institute Gold Partnership (logo placement, exhibit space)
- ✓ One Bi-Monthly Professional Learning Partnership (Exhibit Table and Speaking Opportunity)
- ✓ One Online Webinar promoted by MAASE
- ✓ Website Presence: Logo & link on MAASE website
- ✓ Quarterly Email Blasts to MAASE members
- ✓ Exclusive Networking Opportunity: Invitation to a MAASE Board Meeting Dinner

Supporting Partnership (2 Spaces | \$6,000/year)

Includes:

- ✓ Summer Institute Silver Partnership (logo placement, exhibit space)
- ✓ Website Presence: Logo & link on MAASE website
- ✓ Quarterly Email Blast to MAASE members with acknowledgment of sponsorship
- ✓ Company logo as Meal Partner of Summer Institute

*Year-long partnerships run July 1st through June 30th. Due to the timing of the new, year-long offerings, prorated rates may apply for the 2025-26 school year.

Single Event Partnership Opportunities

MAASE's Single Event Partnerships offer a high-impact opportunity to engage directly with Michigan's special education leaders through an exhibit booth at a MAASE professional learning event. Partners also receive a full year of MAASE membership and recognition on our website and socials as an event partner. We limit the number of spaces for a more intimate opportunity.

Professional Learnings & General Membership Meetings

Adaptive Schools: September 2025 (2 days) & March (2 days)

(1 Space Available | \$1,000)

Instructional Leadership for Inclusive Excellence: Strengthening Systems for All Learners: October 2025

(2 Spaces Available | \$2,500/each)

Special Education Leadership & Accountability Summit: December 2025

(1 Space Available | \$1,000)

Systems in Action: Collaborative Change to Strengthen Access & Outcomes in Special Education: December 2025

(2 Spaces Available | \$2,500/each)

SLIP Winter Conference: January 2026

(4 Spaces Available | \$2,500/each)

Hot Topics in Special Education Law: February 2026

(4 Spaces Available | \$2,500/each)

MAASE First Annual Paraeducator Conference: February 2026

(1 Space Available | \$2,000)

Michigan Special Education Legislative Summit: March 2026

(1 Space Available | \$1,000)

Design a Life You Love: Win at Work & Succeed at Life: April 2026

(2 Spaces Available | \$2,500/each)

Learning à la Carte: June 2026 (virtual)

(1 Space Available | \$1,000)



Adaptive Schools

Adaptive Schools Foundation Seminar

Dates: September 29-30, 2025 and March 2-3, 2026:

Description: The Adaptive Schools Foundation Seminar presents a productive, practical set of ideas and tools to develop collaborative groups to become effective and better equipped to resolve complex student learning issues. The work of the Adaptive Schools Seminars is to develop the resources and capacities of the organization and of individuals to cohesively respond to the changing needs of students and society. In this four-day Adaptive Schools Training, participants will develop:

- An increased capacity to initiate, develop and sustain high-functioning groups
- New lenses for diagnosing the stages and phases of group development
- An expanded repertoire of practical facilitation tools
- An understanding of when and how to engage groups in dialogue and discussion, the limitations, forms and values of each
- Skills to move groups beyond consensus to common focus
- Ways to value and use dissension, argument and conflict
- Strategies for keeping group members on track, on topic, energized and resourceful





Professional Learning

Instructional Leadership for Inclusive Excellence: Strengthening Systems for All Learners

Date: October 14, 2025

Presenter: John O'Connor

Description: John O'Connor is a nationally recognized special education leader with over 30 years of experience improving instructional systems at the school, district, and state levels. As the author of *Great Instruction, Great Achievement for Students with Disabilities*, he offers practical, research-based strategies to strengthen outcomes for all learners. This session will include topics such as instructional improvement, effective co-teaching, developing master schedules that support inclusive practices, and improving instruction in the least restrictive environment. Participants will also explore how to build an instructionally focused special education department and implement Michigan's new dyslexia laws to ensure access and success for all learners. Enhance your ability to lead, collaborate, and drive meaningful outcomes in your district.

Systems in Action: Collaborative Change to Strengthen Access & Outcomes in Special Education

Date: December 2, 2025

Presenters: MAASE Members from ISDs, LEAs, & PSAs

Description: This session will highlight the innovative efforts of our members in developing and implementing effective systems of support for special education. This session will feature a diverse panel of practitioners sharing real-world examples from across the state, including voices from intermediate school districts (ISDs), local districts, and public school academies. Participants will gain insights into the varied approaches used to align supports, strengthen compliance and results, and foster collaborative practices that ensure high-quality outcomes for students with disabilities. This event is designed to inspire, inform, and connect members working toward system-level improvement.

Hot Topics in Special Education Law

Date: February 10, 2026

Presenters: Prominent special education attorneys

Description: This PL provides an essential overview of key federal and state laws governing special education, IDEA, Section 504, and MARSE. Participants will explore legal responsibilities related to IEP development, FAPE, LRE, discipline, and procedural safeguards. Designed for new and emerging leaders, this session connects legal requirements to daily practice and decision-making. Real-world scenarios and recent case examples will be used to strengthen understanding and support legal confidence.

Design a Life You Love: Win at Work & Succeed at Life

Date: April 14, 2026

Presenters: Abby Cypher & Cheryl-Marie Manson

Description: Join us for an energizing one-day session designed for educational leaders ready to escape the hustle trap and embrace a more balanced, fulfilling life. This training introduces the Full Focus System—a practical, proven framework that helps leaders flourish across nine life domains by shifting from doing more to doing what matters most. Through tools like the Freedom Compass and Full Focus Planner, participants will uncover limiting beliefs, prioritize high-leverage tasks, and create sustainable routines. You'll walk away with a clear Double Win mindset, strategies to automate and delegate effectively, and a personalized plan to protect your energy, focus, and well-being in daily leadership.

Learning à la Carte

Date: June 9, 2026

Description: For our final professional learning event of the school year, we are offering a series of virtual sessions tailored to deepen your understanding of the various topics we've explored throughout the year. Join us for this flexible and engaging opportunity to continue your professional growth and gain new insights from the comfort of your own space. Don't miss out on this chance to reinforce and expand your knowledge before the summer break. There is no requirement to have attended previous sessions.



General Membership Meetings

Developing Leaders & General Membership Meetings

Dates: October 15, 2025, December 3, 2025, February 11, 2026, April 15, 2026, & June 9, 2026

Description: One of the biggest MAASE member benefits is participating in our Wednesday professional learning throughout the year. This day follows Tuesday PL, but is more intimate, Michigan focused and provides top notch networking and timely information.

Developing Leaders is THE place to solve current problems of practice with other MAASE members. Topics for this informal "Ed Camp" opportunity are brainstormed the day prior. Notes are taken to capture the information and resources shared by fellow MAASE members on the hot topic of the day. Participants will have the opportunity to select two topics that are the most relevant to their current work, one from 8:30-9:15 am and one from 9:30-10:15 am.

Immediately following the Developing Leaders session, from 10:30-12:00 pm, is the General Membership Meeting where you will hear state level updates from the Michigan Department of Education Office of Special Education and our lobbyist. You will also hear updates from the President on the Board meetings, current MAASE work and have the opportunity to give input on the direction of the organization.

We hope you will stay for lunch and join one of our Community of Practice (CoP) meetings or network with colleagues.

When you purchase the All Access ticket you gain access to Tuesday PL, Developing Leaders sessions and the General Membership Meeting. This makes for a comprehensive two day conference experience.



Special Education Leadership & Accountability Summit

(formerly known as the TA/Monitors Conference)

Special Education Leadership & Accountability Summit: L.E.A.D.ing for Results (*Leadership, Equity, Accountability, & Data*)

Date: December 1, 2025

Description: Join us for the Special Education Leadership & Accountability Summit, where we'll explore how to lead for meaningful results through the lens of Leadership, Equity, Accountability, and Data (L.E.A.D.). This summit is specially designed for professionals who provide technical assistance and support effective systems in schools. Whether you're working at the district, ISD, or state level, you'll gain targeted strategies and insights that strengthen your ability to drive sustainable, system-wide improvement in special education.

Participants will engage in a variety of breakout sessions, each focused on relevant, timely topics that reflect the evolving needs of the field. Sessions will offer opportunities to collaborate with colleagues, learn from experienced practitioners, and explore practical tools to enhance implementation and impact. This summit promises to be both inspirational and actionable, equipping you to return to your role with renewed focus, aligned practices, and a clear commitment to improving outcomes for students with disabilities.





SLIP (Supervisors of Low Incidence Population) Winter Conference

Dates: January 12-13, 2026

Description: Hosted by the Supervisors of Low Incidence Population (SLIP) community of practice, the SLIP Winter Conference is back, and we're inviting YOU to be part of this annual gathering of passionate professionals dedicated to low incidence programs and center-based services. While the focus is on supporting supervisors and leaders in these specialized areas, everyone is welcome—and encouraged—to attend.

What to Expect:

- Timely, relevant sessions led by statewide experts and experienced peers
- Interactive learning formats that go beyond sit-and-get
- Networking and peer collaboration to share ideas, challenges, and solutions
- Dedicated time for reflection and action planning, so you leave ready to implement

This is more than just a conference—it's a space to connect, recharge, and advance your leadership in meaningful ways. Bring your team to maximize learning and build shared momentum!





MAASE Annual Paraeducator Conference

MAASE First Annual Paraeducator Conference

Date: February 19, 2026

Description: Join us for the inaugural MAASE Paraeducator Conference — a professional learning event designed for current paraeducator trainers, administrators, ancillary staff, and educational leaders interested in building and sustaining high-quality paraeducator training programs. Participants will get early access to new Level 2 modules, enhancement packs, and implementation supports aligned with the CEC's Core Competencies and High Leverage Practices.

Highlights include the launch of Level 2 modules, previews of expanded content in academic and behavioral supports, sessions for onboarding new trainers and updating veteran trainers, and opportunities to connect with MAASE partners and peers from across the state.



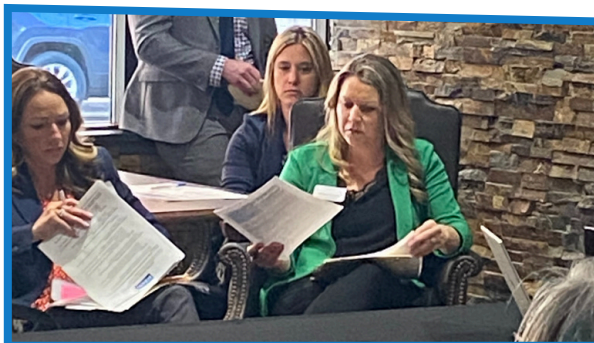


Mi SELS

Michigan Special Education Legislative Summit

Dates: March 3-4, 2026

Description: The **Michigan Special Education Legislative Summit** (Mi SELS) is hosted by the MAASE Advocacy Committee. This professional learning event will allow you to advocate for students with disabilities by building meaningful relationships with your state legislators. The two-day event will give you the knowledge and skills to advocate, and then give you the opportunity to use those skills in a safe and supportive environment. The first day will review MAASE's Legislative Platform and Priorities document, give you an overview of the political landscape and provide a panel discussion to hear multiple perspectives on current issues. You will have an opportunity to practice what you have learned during our evening reception the first night and our legislative office visits the second day. All activities will be done in teams so that new attendees can learn from those more experienced. Advocacy is a foundational leadership skill and an opportunity you will not want to miss.





MAASE

Summer Institute

Grand Traverse Resort & Spa
Acme, MI

The MAASE Summer Institute Partnership offers tiered benefits based on the selected Platinum, Gold, Silver, or Bronze level, with all levels including all-access conference registration and an exhibit table. Higher tiers provide additional opportunities such as breakout session presentations, attendee engagement, dedicated e-blasts, and recognition across emails, newsletters, social media, the website, and the conference app, plus access to exclusive “Level Up” add-on options.

Trust us, you DON'T want to miss this!

Summer Institute Partnership Opportunities

| Partnership Benefits | Bronze Level Sponsorship \$1,500 | Silver Level Sponsorship \$3,000 | Gold Level Sponsorship \$4,000 | Platinum Level Sponsorship \$5,500 |
|--|-------------------------------------|-------------------------------------|-----------------------------------|---------------------------------------|
| Limited Space Available | 10 | 8 | 8 | 8 |
| One year MAASE guest membership | | | | X |
| Opportunity to present* (Breakout Session) | | | | X |
| NEW 2 dedicated e-blast to conference attendees <i>1 via email, 1 via attendee digital app</i> | | | | X |
| Opportunity to address attendees at sponsored event. <i>MAASE selects event</i> | | | | X |
| NEW Eligible for Level Up add on options <i>See next page for details</i> | | | X | X |
| NEW 1 piece of marketing included in attendee welcome materials♦ | | | X | X |
| NEW Feature article or spotlight in a post-conference newsletter | | | X | X |
| NEW Option to provide one educational resource or white paper to attendees post-event | | | X | X |
| Logo on headline sponsor banner | | X | X | X |
| Recognition in pre-conference emails to attendees | | X | X | X |
| Recognition as partner in Association newsletter | | X | X | X |
| Recognized as partner on event signage | | X | X | X |
| Recognition on MAASE social & digital platforms | | X | X | X |
| Logo and website link displayed on maase.org for 1-year | | X | X | X |
| Listed as a partner in the conference app | X | X | X | X |
| All Access Conference Registration <i>Includes meals and session attendance (\$599 value)</i> | 1 | 1 | 2 | 2 |
| Exhibit Table (6' table, linen, 2 chairs) | X | X | X | X |

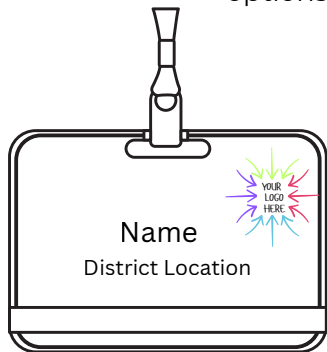
*Presentation Proposal must be submitted by deadline date AND approved by the Summer Institute committee

♦Power at exhibit space available upon direct request to the venue. Click [HERE](#) to submit a request.

Additional meal tickets are available for \$200 as an a la carte option at checkout

Materials to be provided by partner at no cost to MAASE

Take your brand visibility to the next level with these unlocked add on options for **Gold** and **Platinum** level partners!



Proudly display your company logo on attendee name badges for 3 days!

\$4,000

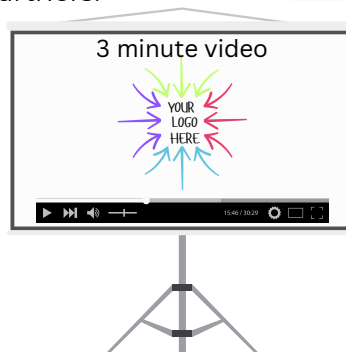
1 opportunity available



Add your company logo large and proud in the center of the attendee gift tote.

\$4,000

1 opportunity available



Share an engaging message during a whole group session with a 3 minute video.

\$2,000

2 opportunities available



Prominently display your company logo as a meal sponsor. Your logo will be displayed on a buffet table sign, foam board near the lines, and digitally on the large screen in the dining area.

\$1,000

2 opportunities available



Summer Institute

August 10-13, 2025

In keeping with MAASE's mission of providing "...opportunities for leadership development, collaboration, and advocacy...", each year over 800 special educators convene in August to engage in leadership development and shared learning on topics critical to the field of special education.

This premier event for special education administrators in Michigan will feature the following:

- Keynote Speaker
- Michigan Department of Education Office of Special Education Updates
- Attorney Presentations
- Numerous Breakout Sessions
- Special Appearances from National Association Guests
- Awards & Networking Opportunities

Participants will engage in full days of learning on Monday and Tuesday through whole group sessions, breakouts, and networking with hospitality receptions at the close of each day. The conference finale happens mid-morning on Wednesday. Participants will leave Summer Institute with new professional connections, feeling energized & engaged, and equipped with new tools for success for the upcoming school year!



Additional Partnership Opportunities

MAASE offers a variety of additional partnership opportunities throughout the year, including Adaptive Schools partnership, webinars, website advertisements, quarterly email blasts, and Summer Institute golf event partnerships. These options provide flexible ways to increase your visibility and engagement with MAASE members at different investment levels.

New Administrator Academy (1 Space | \$2,000)

Includes:

- ✓ Partner logo featured on all New Admin Academy communications (email invitations, agendas, slides)
- ✓ Logo placement on the MAASE New Admin Academy webpage
- ✓ Opportunity to speak for 3–5 minutes at two in-person New Admin Academy sessions
- ✓ Ability to distribute one branded item or printed resource at in-person sessions
- ✓ Recognition as a New Admin Academy Partner in two MAASE newsletters (Fall & Spring)
- ✓ Partner logo displayed during virtual sessions (intro or closing slide)
- ✓ Social media recognition at the beginning and end of the New Admin Academy year

Webinar (\$1,000)

Includes:

- ✓ 5-minute speaking opportunity at the start of the webinar
- ✓ Social Media blast as webinar event partner
- ✓ Identified as a webinar partner in association newsletter
- ✓ Logo included in webinar presentation materials

Website Advertisement (\$2,000)

Includes:

- ✓ Logo and link advertisement on the MAASE website for the current school year

E-mail Blast (\$2,000)

Includes:

- ✓ Four (4) dedicated email blasts of only your content sent to 1000+ MAASE members (you choose the dates!)

Summer Institute Golf Outing Partnerships (\$100-\$250)

Includes:

- ✓ Hole Partnership (18 available | \$250/each)
- ✓ Closest to the Pin (2 available | \$150/each)
- ✓ Longest Drive (2 available | \$150/each)
- ✓ Golf Outing Participant (\$100/each)



New Administrator Academy

New Administrator Academy

Dates: October 16, 2025, November 12, 2025, December 3, 2025
January 14, 2026, February 11, 2026, March 11, 2026, April 15, 2026, May 13, 2026 & June 10, 2026

Description: The MAASE New Administrator Academy is a support structure that allows opportunities for:

- Newly employed Michigan special education administrators (first three years of administration) to explore and implement the skills needed for success in the position
- Support for real-world application of MDE Standards of Practice for Special Education Administrators
- Mentorship with experienced, practicing administrators who are members of MAASE
- Exploration of relevant content with support from “in the field” special education administrators, identified professionals with content-specific knowledge, or state/federal staff.



Don't just take *our* word for it!



TEACHTOWN®

Exceptional Solutions for Exceptional Students

MAASE organizes events and networking opportunities so companies like TeachTown can be part of the most important conversations in special education. These events enable us to develop the relationships that lead to partnerships with leaders and school districts throughout the state. This results in a bigger customer base and increases our impact by helping school districts advance their strategic goals and progress for students with complex needs.

-Scott Wyzgoski, Teachtown



GOALBOOK

Goalbook deeply values our partnership with MAASE, especially the meaningful relationships and strong sense of community it fosters. We're truly grateful to be part of such an impactful and dedicated organization.

-Heather Eaton, Goalbook



We look forward to making a difference in the lives of students with disabilities and those that serve them through our partnership with you.



Antonio Rodriguez

Director of
Business & Operations



4



advocacy. learning. leadership.

antoniorodriguez@maase.org

517-618-9593

www.maase.org