



**MANUFACTURED HOUSING  
INSTITUTE OF SOUTH CAROLINA**

# **SPONSORSHIP & ADVERTISING GUIDE**

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***ONE COMMITMENT, YEAR-ROUND EXPOSURE***

# Welcome to the MHISC Sponsorship & Advertising Guide!

Inside this guide, you will find all of the sponsorship and advertising opportunities available through MHISC. The list below provides all available options, while the following pages include detailed descriptions of each sponsorship and advertisement, outlining the benefits and exposure included with every opportunity.

We appreciate your support of MHISC and look forward to partnering with you to showcase your company to our members and industry professionals throughout the year.



## ELITE SPONSORSHIP:

☐ ASSOCIATE \$10,000 ☐ PARTNER \$15,000 ☐ BENEFACTOR \$20,000

### CONVENTION & WINTER MEETING PACKAGES

- ☐ Diamond Sponsor \$5,500
- ☐ Dinner Sponsor \$3,750 (2 Available)
- ☐ Reception Sponsor \$2,500 (2 Available)
- ☐ Golf Sponsor \$2,000
- ☐ Platinum Sponsor \$1,800
- ☐ Gold Sponsor \$1,500
- ☐ Silver Sponsor \$1,200

### OTHER CONVENTION SPONSORSHIPS

- ☐ Photo Booth Sponsor \$2,500 (1 available)
- ☐ Elevator Cling Sponsor \$2,000 (2 available)
- ☐ Cabana Sponsor \$1,500 (2 available)
- ☐ Lanyard Sponsor \$1,500 (1 available)
- ☐ Golf Hole Sponsor \$150
- ☐ Party Pull \$25

### OTHER WINTER MEETING SPONSORSHIPS

- ☐ Photo Booth Sponsor – \$2,500 (1 available)
- ☐ Elevator Cling Sponsor \$2,000 (2 available)
- ☐ Lanyard Sponsor \$1,500 (1 available)

### CLAY SHOOTING TOURNAMENT SPONSORSHIPS

- ☐ Golf Cart Sponsor – \$300
- ☐ Lunch Sponsor – \$1500 (1 Available)
- ☐ Shooting Station Sponsor – \$150

### LEGISLATIVE DAY & OYSTER ROAST SPONSORSHIPS

- ☐ Platinum Sponsor – \$750
- ☐ Gold Sponsor – \$500
- ☐ Silver Sponsor – \$250

### ADVERTISING OPPORTUNITIES

#### Update Magazine

Business Card: ☐ 1 issue \$120 ☐ 4 issues \$400

Quarter Page: ☐ 1 issue \$185 ☐ 4 issues \$640

Half Page: ☐ 1 issue \$320 ☐ 4 issues \$1120

Full Page: ☐ 1 issue \$545 ☐ 4 issues \$1960

Please mark the issue you wish your ad to begin:

☐ Issue 1 ☐ Issue 2 ☐ Issue 3 ☐ Issue 4

#### eNews

Banner Ad: \$250 per issue

*Please mark the number of issues you wish to run your ad:*

☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐8 ☐9 ☐10 ☐11 ☐12

*Please mark the issue you wish your ad to begin:*

☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun

☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec

#### mhisc.com Website

Banner Ad:

☐ Member Landing page \$1500

☐ Find A Home Page \$2000

Company Name: \_\_\_\_\_

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

Office Phone: \_\_\_\_\_ Other Phone: \_\_\_\_\_

\_\_\_ Check Enclosed \_\_\_ Credit Card: Number: \_\_\_\_\_

Exp: \_\_\_\_\_ CCV: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Please return completed form to:

awestmoreland@mhisc.com or 1801 Gadsden Street, Columbia, SC 29201

Questions? awestmoreland@mhisc.com or 803-771-9046 ext. 5



# ELITE SPONSORSHIPS

## ALL-IN-ONE SPONSORSHIPS

Are you  
ready to  
level up?

The ultimate opportunity to maximize your company's visibility throughout the year. This comprehensive package combines premier sponsorships, advertising, and promotional opportunities across MHISC events and communications, ensuring your brand receives continuous exposure to members and industry professionals. Enjoy exclusive benefits, significant savings, and year-round recognition with one convenient sponsorship package.

### ASSOCIATE \$10,000



- 1 Convention Registration
- 1 Winter Meeting Registration
- 1 Individual Registration for:
  - Golf Tournament
  - Clay Shooting Tournament
  - Oyster Roast
- Corporate sign displayed at all events
- Verbal Recognition at all events
- Logo on all mail outs / signage / promotions
- Sponsor ribbons on attendee's name badges
- 5 tickets to Hospitality Suite at Convention
- Business Card sized Ad in Update Magazine
- Logo on Home Page of mhisc.com

### PARTNER \$15,000



- 2 Convention Registration
- 2 Winter Meeting Registration
- 2 Registrations for:
  - Golf Tournament
  - Clay Shooting Tournament
  - Oyster Roast
- Shooting Station Sponsorship
- Golf Hole Sponsorship
- Silver Sponsor for Oyster Roast
- Corporate sign displayed at all events
- Verbal Recognition at all events
- Logo on all mail outs / signage / promotions
- Sponsor ribbons on attendee's name badges
- 10 tickets to Hospitality Suite at Convention
- Quarter Page sized Ad in Update Magazine
- Logo on Home Page of mhisc.com

### BENEFACTOR \$20,000



- 5 Convention Registration
- 5 Winter Meeting Registration
- 3 Registrations for:
  - Golf Tournament
  - Clay Shooting Tournament
  - Oyster Roast
- Shooting Station Sponsorship
- Golf Cart Sponsorship
- Golf Hole Sponsorship
- Platinum Sponsor for Oyster Roast
- Corporate sign displayed at all events
- Verbal Recognition at all events
- Logo on all mail outs / signage / promotions
- Sponsor ribbons on attendee's name badges
- 20 tickets to Hospitality Suite at Convention
- Half Page sized Ad in Update Magazine
- Logo on Home Page of mhisc.com
- (2) VIP Tables at all MHISC Events: Convention, Winter Meeting, Oyster Roast, Clay Shooting Tournament

# **Sponsorship Packages For Convention & Winter Meeting:**

## **Diamond Sponsor – \$5,500**

- Convention and Winter Meeting Included
- 2 Convention Registrations
- 2 Winter Meeting Registrations
- Corporate sign displayed at event
- Verbal Recognition at event
- Company Logo on Drink Tickets
- Logo on MHISC website
- Logo on all mail outs / signage / promotions
- Sponsor ribbons on attendee's name badges
- Photo and recognition in Update magazine
- 20 tickets to Hospitality Suite at Convention
- (2) VIP Tables for 8 guests
- Hole sponsorship sign at golf tournament
- Station sponsorship at clay shoot tournament

## **Dinner Sponsor – \$3,750 (2 available)**

- Convention and Winter Meeting Included
- 1 Convention Registration
- 1 Winter Meeting Registration
- Corporate sign displayed at event
- Verbal Recognition at event
- Company Logo on Drink Tickets
- Logo on MHISC website
- Logo on all mail outs / signage / promotions
- Sponsor ribbons on attendee's name badges
- Photo and recognition in Update magazine
- 15 tickets to Hospitality Suite at Convention
- (1) VIP Table for 8 guest
- Hole sponsorship sign at golf tournament

## **Reception Sponsor – \$2,500 (2 available)**

- Convention and Winter Meeting Included
- 1 Convention Registration
- 1 Winter Meeting Registration
- Corporate sign displayed at event
- Verbal Recognition at event
- Company Logo on Drink Tickets
- Logo on MHISC website
- Logo on all mail outs / signage / promotions
- Sponsor ribbons on attendee's name badges
- Photo and recognition in Update magazine
- 10 tickets to Hospitality Suite at Convention

## **Golf Sponsor – \$2,000**

- Convention Only
- 1 Convention Registration
- 2 Golf Tournament Registrations
- Corporate sign displayed at event
- Verbal Recognition at event
- Company Logo on Drink Tickets
- Logo on MHISC website
- Logo on mail outs / signage / promotions
- Sponsor ribbons on name badges
- Photo and recognition in Update magazine
- 5 tickets to Hospitality Suite at Convention

## **Platinum Sponsor – \$1,800**

- Convention and Winter Meeting Included
- 1 Convention Registration
- Corporate sign displayed at event
- Verbal Recognition at event
- Logo on MHISC website
- Logo on mail outs / signage / promotions
- Sponsor ribbons on name badges
- Photo and recognition in Update magazine
- 3 tickets to Hospitality Suite at Convention

## **Gold Sponsor – \$1,500**

- Convention and Winter Meeting Included
- Corporate sign displayed at event
- Verbal Recognition at event
- Logo on MHISC website
- Logo on mail outs / signage / promotions
- Sponsor ribbons on name badges
- Photo and recognition in Update magazine
- 2 tickets to Hospitality Suite at Convention

## **Silver Sponsor – \$1,200**

- Convention and Winter Meeting Included
- Corporate sign displayed at event
- Verbal Recognition at event
- Logo on MHISC website
- Logo on mail outs / signage / promotions
- Sponsor ribbons on name badges
- Photo and recognition in Update magazine

## **Other Sponsorship For Convention & Winter Meeting:**

### **CONVENTION:**

#### **Photo Booth Sponsor – \$2,500 (1 available)**

Attendees will receive a printed photo featuring your company logo prominently displayed on the bottom of each print. As guests take home these lasting memories from the event, your company will enjoy continued visibility long after the convention has ended.

#### **Elevator Cling Sponsor – \$2,000 (2 available)**

Make a lasting impression as attendees travel between sessions, meetings, and events. Elevator clings offer prime visibility in one of the most highly trafficked areas of the venue. Your custom-branded graphic will be displayed on elevator doors, ensuring your message is seen multiple times each day by attendees and hotel guest.

#### **Cabana Sponsor – \$1,500 (2 available)**

Invite your customers, colleagues, and industry peers to relax and network in a private covered cabana. Each cabana accommodates approximately 10 guests, providing the perfect setting for casual conversations throughout the day. Exclusive use of a covered cabana on Mon, July 26 and Tues, July 27

#### **Lanyard Sponsor – \$1,500 (1 available)**

Make your mark by sponsoring the official conference lanyards! Every attendee will wear a lanyard throughout the event, providing your company with continuous, high-visibility exposure. With your logo prominently displayed, your logo will be seen at meetings, networking events, educational sessions, and social activities from start to finish. MHISC will produce the lanyards.

#### **Golf Hole Sponsor – \$150**

As a Hole Sponsor, your company will receive recognition throughout the golf tournament. Your sponsorship includes signage displayed at a hole, providing excellent visibility to every golfer as they make their way around the course. It's a great opportunity to showcase your business while supporting one of the convention's most popular events.

#### **PAC Party Pull – \$25**

This sponsorship provides a unique opportunity to engage with attendees in a fun, interactive setting. The Party Pull invites attendees to purchase a mystery bottle of alcohol, with values ranging from \$5 to more than \$100.

### **WINTER MEETING:**

#### **Santa's Photo Booth Sponsor – \$2,500 (1 available)**

Attendees will receive a printed photo featuring your company logo prominently displayed on the bottom of each print. As guests take home these lasting memories from the event, your company will enjoy continued visibility long after the convention has ended.

#### **Elevator Cling Sponsor – \$2,000 (2 available)**

Make a lasting impression as attendees travel between sessions, meetings, and events. Elevator clings offer prime visibility in one of the most highly trafficked areas of the venue. Your custom-branded graphic will be displayed on elevator doors, ensuring your message is seen multiple times each day by attendees and hotel guest.

#### **Lanyard Sponsor – \$1,500 (1 available)**

Make your mark by sponsoring the official conference lanyards! Every attendee will wear a lanyard throughout the event, providing your company with continuous, high-visibility exposure. With your logo prominently displayed, your logo will be seen at meetings, networking events, educational sessions, and social activities from start to finish. MHISC will produce the lanyards.

## **Sponsorship for Clay Shooting Tournament:**

### **Golf Cart Sponsor – \$300**

- Signage on each cart
- Promotional items may be provided for each cart

### **Lunch Sponsor – \$1500 (1 Available)**

- Company name/logo on all promotional materials, website & social media
- Verbal recognition during the event
- Signage on each cart
- Promotional items may be provided for each cart
- One 4-person team

### **Shooting Station Sponsor – \$150**

- Company name/logo on all promotional materials, website & social media
- Signage on a shooting station
- Option to set up the day of the tournament on a shooting station and promote business to all shooters (may have promotional items but NO ALCOHOL)

## **Sponsorship for Legislative Day & Oyster Roast:**

### **Platinum Sponsor – \$750**

- 4 Event Tickets
- Corporate sign displayed at event
- Logo on all mail outs / signage / promotions
- Verbal acknowledgment during event
- Photo and recognition on social media

### **Gold Sponsor – \$500**

- 2 Event Tickets
- Corporate sign displayed at event
- Logo on all mail outs / signage / promotions
- Photo and recognition on social media

### **Silver Sponsor – \$250**

- 1 Event Ticket
- Name listed at event
- Photo and recognition on social media

## **Advertising Opprotunities**

### **UPDATE MAGAZINE:**

Update is a 16-page quarterly magazine published for the manufactured housing industry in South Carolina. Update is a colorful magazine that contains timely information about current legislative issues and is the primary vehicle for delivering important news. This publication is delivered to more than 700 business locations across the state.

**Business Card** (2 ¼" x 4"):    ☐ 1 issue \$120   ☐ 4 issues \$400

**Quarter Page** (4 ¾" x 4"):    ☐ 1 issue \$185   ☐ 4 issues \$640

**Half Page** (4 ¾" x 7 ¾"):    ☐ 1 issue \$320   ☐ 4 issues \$1120

**Full Page** (11" x 8 ½"):    ☐ 1 issue \$545   ☐ 4 issues \$1960

**Please mark the issue you wish your ad to begin:**

☐ Issue 1   ☐ Issue 2   ☐ Issue 3   ☐ Issue 4

### **eNEWS EMAIL:**

Promote your company year-round by sponsoring the MHISC eNews, our monthly email newsletter distributed to all members. The eNews provides timely industry updates, association news, legislative information, and upcoming event announcements, giving your company consistent exposure to a targeted audience throughout the year.

#### **Banner Ad: \$250 per issue**

Your ad will be run across the bottom of eNews.

- Display your company logo.
- Include a short marketing message or call to action.
- Link directly to your company website.

**Please mark the number of issues you wish to run your ad:**

☐1   ☐2   ☐3   ☐4   ☐5   ☐6   ☐7   ☐8   ☐9   ☐10   ☐11   ☐12

**Please mark the issue you wish your ad to begin:**

☐Jan   ☐Feb   ☐Mar   ☐Apr   ☐May   ☐Jun   ☐Jul   ☐Aug   ☐Sept   ☐Oct   ☐Nov   ☐Dec

### **mhisc.com WEBSITE:**

Promote your company year-round by sponsoring the MHISC website. Your company logo and link will be prominently displayed on the association's website, providing continuous visibility to members and industry professionals as they access resources, register for events, and stay informed on the latest association and industry news.

- Display your company logo and branding.
- Include a short marketing message or call to action.
- Link directly to your company website.
- Appear on the homepage or other high-traffic pages for maximum visibility.
- **Annual advertisement.**

#### **Banner Ad:**

☐ **Member Landing Page \$1500**   ☐ **Find A Home Page \$2000**