



# MSA PARTNER AND SPONSOR PACKAGE

## MSA

Mineralogical Society of Arizona (MSA) was established on December 4<sup>th</sup>, 1935. Founded by Mr. Arthur L. Flagg.

MSA is a non-profit 501(c)3 Educational Organization. All contributions to MSA in the USA are tax-deductible to the extent provided by law.

MSA's purpose/mission is to promote popular interest and education in Earth Science, and related fields (Geology, Mineralogy, Paleontology, and Lapidary arts). To foster a fellowship among individuals interested in Earth Science and enable our members to better identify materials we collect, and how to display or further process these materials. To teach all generations about rocks, minerals, fossils, and what can be done with them, and be collaborative in community of groups with similar interests to our Society.

Our Motto is: **EXPLORE <> SHARE <> INSPIRE**

Visit us at [www.msaz.org](http://www.msaz.org)

## MSA ORGANIZATION

MSA have approximately 250 members and holds educational monthly meetings throughout the year. In addition, we host field trip events and communicate to our members through informative emails several times per month. Our Meetings (via Zoom during 2020-2021) averages around 45-70 registrants. Past years in-person monthly meetings usually average 55-90 visitors. MSA also publishes The Rockhound Record Newsletter 5-9 times per year. In the recent year MSA has worked to also move over to an interactive membership administration-based website model. Our website traffic shows around 500 visitors per month on average. MSA also has significant activity on Facebook with 1,800+ followers.

## PARTNERS AND SPONSOR

MSA's partners and sponsors are organizations and businesses interested in volunteering their time, knowledge, and network to strengthen our educational efforts. Throughout the years many have donated their time, funds, and specimens to the organization. Any specimen donated will go to the future educational programs sponsored by MSA. In some cases that involves donated specimens being 'auctioned' off or used as raffle prizes at our meetings and events. Other ways of donations have been in the form of presenting at meetings and sharing 'articles' for our newsletter. All these efforts are invaluable to MSA!

# MSA 'PARTNER-SPONSOR' PACKAGE

MSA offers their partners and sponsors to participate in our 'Partner-Sponsor' program.

The package includes the following benefits.



1. 1 year MSA Partner-Sponsor \$100.00. MSA Tax Donation Letter.
2. Your Logo on our Home page ([www.msaaz.org](http://www.msaaz.org)) under 'Partners and Sponsors' linked to your website or social media account.
3. Your Name on our monthly meeting presentation material and event announcements under 'Partners and Sponsors'. Name linked to your website or social media account.
4. Your 'business card' featured in The Rockhound Record newsletter on the back inner cover of the publication.
5. Honorably mentioned at meetings, events, and newsletters every time funds, time and/or mineral specimens have been donated.

## HOW IT WORKS

1. Sign up as a 'Partner-Sponsor' on the MSA website [www.msaaz.org](http://www.msaaz.org)
2. Email your logo, a pdf business card and the preferred 'web link' to [MSAClub1935@msaaz.org](mailto:MSAClub1935@msaaz.org) See mechanical requirements below.
3. Email a short introduction of your organization to [MSAClub1935@msaaz.org](mailto:MSAClub1935@msaaz.org).
4. Contact MSA via [MSAClub1934@msaaz.org](mailto:MSAClub1934@msaaz.org) regarding your intent for donating articles (educational), volunteering your time, and making any donations of mineral specimens.

## MECHANICAL REQUIREMENTS FOR ADVERTISING MATERIAL

- Business Card – 3.5" by 2" in high resolution PDF or BIT format
- Logo – 2" by 2" in high resolution PDF or BIT format

## PUBLISHING MATERIAL

- Proofread and Final text in Word format. Include any reference links and biography in the same document.
- Images to accompany text material, in publishing size (Not larger than 1MB)

## MINERAL SPECIMEN

- In good condition with labels. Packaged safely for transportation. To discuss the 'donation amount' for the transfer contact Chris Whitney-Smith to hand-over the item(s) and receive a 'Tax Donation Acknowledgment Letter'.

The Mineralogical Society of Arizona values your participation and your efforts to sponsor our organization and our mission. We thank you for your support and feel free to reach out with any questions or if you need any additional information. We will be happy to assist.

Sincerely,

Chris Whitney-Smith  
*President*  
**Mineralogical Society of Arizona**  
[MSAClub1932@msaaz.org](mailto:MSAClub1932@msaaz.org)