

MICHIGAN WORKS! ANNUAL CONFERENCE

SEPTEMBER 10-12, 2017

SOARING EAGLE CASINO & RESORT // MT. PLEASANT, MI

REGISTER: michiganworksconference.org



SPONSORSHIP OPPORTUNITIES

Engaging. Dynamic. Results-Oriented.

We offer sponsors a variety of ways to interact with attendees before, during and after the event.

Put your brand top of mind with **WiFi naming rights**, collect valuable feedback with a **mobile app survey**, gain targeted exposure with a **session sponsorship** ... the possibilities are as endless as your imagination.

Don't see the opportunity you're looking for? Let us customize a package to meet your needs.

Questions? Contact [Laura Covey](mailto:CoveyL@michiganworks.org), CoveyL@michiganworks.org or (517) 371-1100 ext. 204.

Recognition

Gain visibility

- Online presence
- Event mobile app inclusion
- Strategic, colorful signage

Connection

Find leads

- Wide range of networking opportunities
- Opt-in roster of attendees
- Connect with new / existing customers

Visit www.michiganworksconference.org for more information and to register.



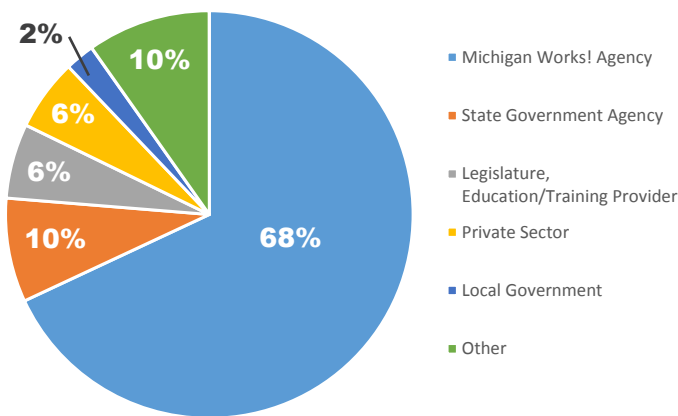
Who Attends?

2016 Attendee Demographic Information

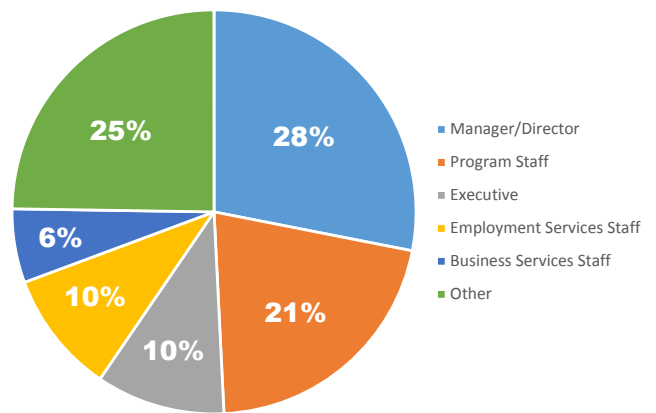


64% of attendees have attended more than one Michigan Works! Annual Conference

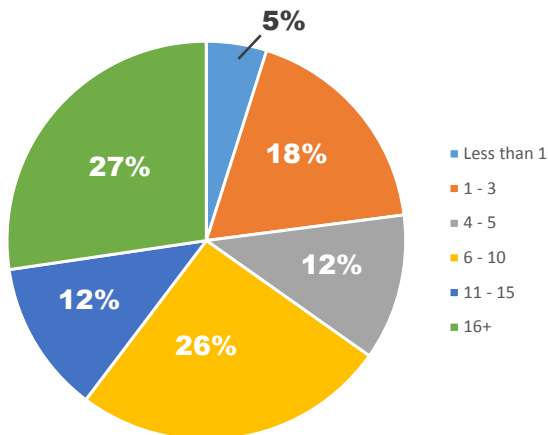
Attendees by Organization



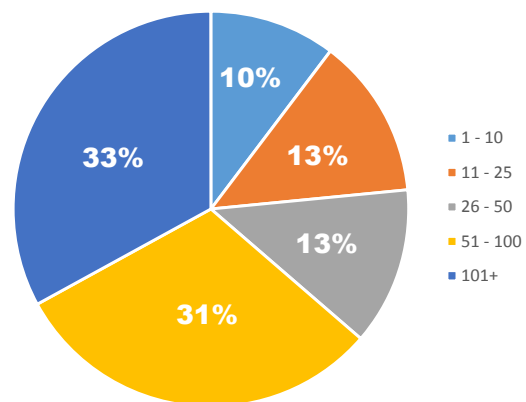
Attendees by Job Function



Attendees by Years in Industry



Attendees by Employer Size



Decision makers attend the Michigan Works! Annual Conference

Gold Sponsorship [\$5,000]

Recognition

- One (1) home screen banner ad in the event mobile app
- Verbal recognition during General Sessions
- Featured on signage, eBlasts, social media wall, Conference website and in event mobile app
- Materials / handouts to attendees at sponsored event (if applicable)

Connection

- Two (2) complimentary full conference registrations
- One (1) item in the official Conference bag
- Copy of pre- / post-registration list
- Invitation to attend the Leadership Connection with Christine Quinn Reception

Gold sponsorship opportunities

In addition to the benefits listed above, each gold sponsorship features additional recognition:

Leadership Connection with Christine Quinn

- Logo featured in marketing materials

Opening Reception

- Name / logo printed on table trifold displays

Conference Bag

- Name / logo on bags distributed to all attendees
- *Sponsor responsible for production and cost*

Professional Portraits - Free Headshots!

- Name / logo featured on all portrait-related signage and marketing materials

Innovation Lounge

- Name / logo featured on all lounge-related signage and marketing materials
- Opportunity for staff to host the lounge as greeters throughout the Conference

Opening Session

- Printed material displayed at each seating area

Lunch Session

- Printed material displayed at each seating area

Guidebook Mobile App Sponsor

- Name / logo prominently featured on Guidebook homepage
- Name / logo featured on all Guidebook-related signage and marketing materials

Silver Sponsorship [\$3,000]

Recognition

- One (1) home screen banner ad in the event mobile app
- Featured on signage, eBlasts, social media wall, Conference website and in event mobile app
- Materials / handouts to attendees at sponsored event (if applicable)

Connection

- Two (2) complimentary full conference registrations
- One (1) item in the official Conference bag
- Copy of pre- / post-registration list

Silver sponsorship opportunities

In addition to the benefits listed above, each silver sponsorship features additional recognition:

WiFi Network

- Your clever slogan displayed as the Conference WiFi network name
- Viewed by every attendee who logs on to Internet access.

QR Code Scavenger Hunt

- Challenge attendees to scan QR codes around the venue in exchange for prizes

Attendee Badge Holder / Lanyard

- Name / logo on lanyards distributed to all attendees
- *Sponsor responsible for production and cost*

Registration

- Name / logo featured on website registration page
- Name / logo featured in onsite registration area

Video Spotlight

- Video content featuring your company published to Association & event websites, social media accounts and email communications
- Content supplied by sponsor
- *Association retains the right to refuse unsuitable content*

Social Media Wall

- Name / logo featured on social media wall screen
- Displayed on into every General Session, workshop and throughout each day in Connect Central

Closing Session

- Printed materials displayed at each seating area

Bronze Sponsorship [\$2,000]

Recognition

- Featured on signage, eBlasts, social media wall, Conference website and in event mobile app
- Materials / handouts to attendees at sponsored event (if applicable)

Connection

- One (1) complimentary full conference registration
- One (1) item in the official Conference bag
- Copy of pre- / post-registration list

Bronze sponsorship opportunities

In addition to the benefits listed above, each bronze sponsorship features additional recognition:

Afternoon Break

- A variety of breaks offered throughout the event in Connect Central
- Display printed materials in break area

Challenge of Excellence Awards

- Logo included in awards section of event mobile app
- Recognition on awards section of website

Michigan Works! Executive Breakfast

- Name / logo featured in event invitations
- Display printed materials at each table

Hotel Key Card

- Logo / message printed on guestroom key cards given to all attendees staying at hotel
- *Sponsor responsible for production and cost*

Annual Meeting

- Display printed materials at each seating area
- Upgrade to larger ad in event mobile app

Social Media Contest (One per day; three available)

- Name / logo featured as part of a social media contest - Questions posted to Association or Sponsor's social media accounts, participants answer using a specified hashtag
- Winner(s) selected randomly from participants
- *Sponsor responsible for prizes*

Official Snap Chat Filter

- Name / logo featured on one of the event's official snap chat filters
- *Association retains the right to reject unsuitable content*

Walking Exhibits

- Opportunity for up to two branded staff to circulate at the Opening Reception and distribute organization materials and giveaway items

Supporting Sponsorship

Recognition

- Featured on signage, eBlasts, social media wall, Conference website and in event mobile guide

Connection

- Copy of pre- / post-registration list

Supporting sponsorship opportunities

Mobile App Home Screen Banner Ad - \$1,000

- Located at the bottom of the main menu screen
- Clicking the banner directs users to a customizable sponsor page

Attendee Survey - \$750

- Get feedback and gain insights from event attendees via event mobile app
- Collect user contact information for sales leads

Bag Stuffer - \$500

- One (1) items in the official conference bag

Phone Charging Station - \$500

- Name / logo featured at charging station
- Display printed materials at charging station

Association Website Internal Rotating Banner - \$300

- 220 px x 158 px, runs through 12/31/17

Push Notification - \$300 per instance

- Your message delivered direct to attendees via the mobile app
- Act Fast - Limited to the first 10 instances

Workshop Sponsor - \$250

- Your logo displayed next to a workshop of your choice on the schedule and description pages within the mobile app

30th Anniversary Congratulatory Ad - \$250

- One (1) listing in the mobile app
- Customized graphic / message
- Ad connects to URL of your choice

Contributing Sponsor - \$250, \$500 or \$1,000

- Your generous cash contribution helps defray the cost of the event

In-Kind Sponsorship

- Showcase your services or products to hundreds of attendees with your in-kind donation of goods or services.
- These generous donations are given to attendees as prize giveaways.
- All sponsors are recognized publicly at the Conference, in our event mobile app and during the closing session.

Sponsorship Registration Form



Online registration is also available with payment via credit card or electronic check. *Full payment is due at time of registration. Mailed forms that do not include payment cannot be considered.*

Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Product/Service to be exhibited: _____

Select sponsorship type:

Gold Sponsorship – \$5,000
(specify) _____

Silver Sponsorship – \$3,000
(specify) _____

Bronze Sponsorship – \$2,000
(specify) _____

Supporting Sponsorship
(specify) _____

Contributing Sponsorship
 \$250 \$500 \$1,000

In-Kind Sponsorship
(specify) _____

Authorized Signature

I have read and agree to comply with all rules and regulations outlined on page 8 and agree to submit all information required. *I confirm that payment has been submitted online or is attached to this form:*

Signature: _____ Date: _____

Online payment is available via credit card or electronic check, visit www.michiganworksconference.org

Mail this completed form with payment to:

Michigan Works! Association
2500 Kerry Street, Suite 210
Lansing, MI 48912-3657

Full payment is due at time of registration. Mailed forms that do not include payment cannot be considered.

Sponsorship Terms

Eligibility

Michigan Works! Association will send a confirmation with all necessary information pertaining to sponsorship upon receipt of registration and payment.

Sponsor agrees to pay sponsorship fee in its entirety in order to reserve and secure sponsorship benefits. Benefits will not begin until payment is received.

Cancellation Policy

Cancellations of sponsorship are due by July 28 2017 - cancellation of a sponsorship after July 28, 2017 will not receive a refund.

Cancellations must be made in writing only to Laura Covey at CoveyL@michiganworks.org.

Event Cancellation

In the event of cancellation of the Conference due to fire, strikes, government regulations or other causes beyond the Michigan Works! Associations control, Michigan Works! Association shall not be held liable for failure to hold the Conference as scheduled and the Michigan Works! Association shall determine the amount of exhibit fees to be refunded.

Sponsorship forms that do not include payment cannot be considered

Sponsorship Benefits at a Glance

	Gold	Silver	Bronze	Supporting	General - \$1,000	General - \$500	General - \$250
Mobile app banner ad	X						
Verbal recognition during general sessions	X	X	X				
Complimentary full Conference registrations	TWO	TWO	ONE				
Logo in eBlasts	X	X	X				
Logo in event mobile app with detailed listing & URL link	X	X	X				
Logo on website	X	X	X				
Recognition in eBlasts	X	X	X	X			
Item in Conference bag (600)	X	X	X	X	X	X	
Pre / Post Conference attendee list	X	X	X	X	X	X	
Logo on event signage	X	X	X	X	X	X	X
Listing in mobile app	X	X	X	X	X	X	X
Website recognition	X	X	X	X	X	X	X

Schedule at a Glance*

*tentative

Sunday, September 10

Registration
11:00am – 4:00pm

Innovation Lounge
12:00 – 4:00pm

Inside Politics
1:00 – 2:30pm

Workshops
1:15 – 2:30pm

Break
2:30 – 3:15pm

Annual Meeting
3:15 – 4:30pm

Workshops
3:15 – 4:30pm

Leadership Connection with
Christine Quinn (invite only)
5:00 – 6:30pm

Opening Reception
6:30 – 8:30pm

DJ on the Casino Floor
8:30 – 10:30pm

Monday, September 11

Registration
8:00am – 4:00pm

Innovation Lounge
9:45am – 4:00pm

Continental Breakfast
7:30 – 8:15am

OPENING SESSION
8:15 – 9:45am

Break
9:45 – 10:15am

Workshops
10:15 – 11:30am

LUNCH SESSION
11:45am – 1:15pm

Governor's Talent Investment
Board (GTIB) Meeting (invite
only)
1:30 – 3:30pm

Workshops
1:30 – 2:45pm

Break
2:45 – 3:00pm

Workshops
3:00 – 4:15pm

GTIB Reception (invite only)
3:30 – 5:00pm

Tuesday, September 12

Registration
8:00 – 9:00am

Continental Breakfast
7:45 – 8:15am

Leadership Breakfast (invite
only)
7:30 – 9:30am

Workshops
8:30 – 9:45am

CLOSING SESSION
10:00am – 12:00pm