



REGIONAL ECONOMIC DEVELOPMENT

2021 SPONSORSHIP OPPORTUNITIES

BY THE NUMBERS

Digital Marketing Statistics: Q4 2020 (October-December)

Traverse Connect provides many ways to help promote your company, increase your engagement and broad reach for your brand as a sponsor. We provide chances to connect with a world of potential: new customers, future employees, prosperous partnerships, and inspiring friendships.



8,061

Facebook followers, 268 average daily user organic reach



951

LinkedIn followers



5,906

Twitter followers



1,878

Instagram followers



12,588

average quarterly users
at **traverseconnect.com**



808

average quarterly YouTube users,
with 1,300 average quarterly video views and 54 subscribers

Traverse Connect also publishes weekly email communications about upcoming events with registration links, and partners with multiple radio and television stations around the Grand Traverse Region to help promote local businesses

RECONNECT: CELEBRATING MICHIGAN'S CREATIVE COAST

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (SOLD!)

- ▶ Recognition of Presenting Sponsor for the 2021 Reconnect Celebration
- ▶ First right of acceptance for the 2022 Annual Celebration
- ▶ Recognition in digital and print publications including, but not limited to:
 - Traverse Connect Weekly Bulletin: Promoted in the Traverse Connect Weekly Bulletin (7,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Media: Promoted as sponsor in all earned and purchased media related to the event (may include print, radio, television, and direct mail)
 - Website: Logo on Traverse Connect website
 - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- ▶ One reserved high-top table at the Reconnect Celebration
- ▶ Eight tickets included to the Reconnect Celebration
- ▶ Eight tickets to the Chair Reception
- ▶ Speaking opportunity at the Chair Reception
- ▶ Logo included on signage placed through the event
- ▶ Verbal recognition at the event
- ▶ Logo included on all marketing material

CHAIR RECEPTION SPONSOR: \$5,000 (SOLD!)

- ▶ Recognition as Chair Reception Sponsor for the 2021 Reconnect Celebration
- ▶ First rights of acceptance for the 2022 Annual Celebration
- ▶ Recognition in digital and print publications including, but not limited to:
 - Traverse Connect Weekly Bulletin: Promoted in the Traverse Connect Weekly Bulletin (7,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Media: Promoted as sponsor in all earned and purchased media related to the event (may include print, radio, television, and direct mail)
 - Website: Logo on Traverse Connect website

- Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- ▶ Eight tickets included to the Traverse Connect Reconnect Celebration
- ▶ Eight tickets to the Chair Reception
- ▶ Speaking opportunity at the Chair Reception
- ▶ Logo included on one-color cocktail beverage napkins placed at Chair Reception
- ▶ Logo included on signage placed around the room

ENTERTAINMENT SPONSOR: \$2,500 (two available)

- ▶ Recognition as Entertainment Sponsor for the 2021 Reconnect Celebration
- ▶ Recognition in digital and print publications including, but not limited to:
 - Traverse Connect Weekly Bulletin: Promoted in the Traverse Connect Weekly Bulletin (7,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Media: Promoted as sponsor in all earned and purchased media related to the event (may include print, radio, television, and direct mail)
 - Website: Logo on Traverse Connect website
 - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- ▶ Two tickets included to the Traverse Connect Reconnect Celebration
- ▶ One complimentary ticket to the private Chair Reception Event
- ▶ Logo on signage placed near entertainment
- ▶ Minimum of two mentions during the event from our entertainment



VALET PARKING SPONSOR: \$3,000 (two available)

- ▶ Recognition as Valet Parking Sponsor for the 2021 Reconnect Celebration
- ▶ Recognition in digital and print publications including, but not limited to:
 - Traverse Connect Weekly Bulletin: Promoted in the Traverse Connect Weekly Bulletin (7,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Media: Promoted as sponsor in all earned and purchased media related to the event (may include print, radio, television, and direct mail)
 - Website: Logo on Traverse Connect website
 - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- ▶ Five tickets included to the Reconnect Celebration
- ▶ One complimentary ticket to the private Chair Reception event
- ▶ LED sign with company logo included on valet parking stand
- ▶ Opportunity to include a 1/4 page marketing ad to the valet provider placed within vehicles (Ad must be printed and provided by sponsor)
- ▶ Opportunity to include one small swag item to the valet provider placed within the vehicles (Swag items must be provided by sponsor)

COAT CHECK SPONSOR: \$2,000 (two available)

- ▶ Recognition as Coat Check Sponsor for the 2021 Reconnect Celebration
- ▶ Recognition in digital and print publications including, but are not limited to:
 - Traverse Connect Weekly Bulletin: Promoted in the Traverse Connect Weekly Bulletin (7,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Media: Promoted as sponsor in all earned and purchased media related to the event (may include print, radio, television, and direct mail)
 - Website: Logo on Traverse Connect website
 - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- ▶ Two tickets included to the Traverse Connect Reconnect Celebration
- ▶ One complimentary ticket to the private Chair Reception Event
- ▶ Logo on all coat check tags that are handed to every attendee who checks a coat
- ▶ Logo included on signage that is placed at coat check stand
- ▶ Opportunity to provide a 1/4 page marketing ad for attendees to pick up Coat Check (Ad must be printed and provided by sponsor)



RESERVED HIGH-TOP TABLE SPONSOR: \$2,500 (eight available)

- ▶ Recognition as Networking Lounge Sponsor for the 2021 Reconnect Celebration
- ▶ Recognition of Networking Lounge Sponsor within registration page, confirmation emails and reminder emails
- ▶ One reserved high-top table at the Reconnect Celebration
- ▶ Eight tickets included to the Reconnect Celebration
- ▶ Light column for large logo display included placed around room
- ▶ Mention on Traverse Connect social media platforms

CHAMPAGNE WALL SPONSOR: \$3,500 (one available) **(NEW!)**

- ▶ Recognition as Champagne Sponsor for the 2021 Reconnect Celebration
- ▶ One-color logo on 87 stemmed champagne glasses – free for attendees to take while supplies last
- ▶ Signage placed next to the Champagne wall
- ▶ Recognition in digital and print publications including, but are not limited to:
 - Traverse Connect Weekly Bulletin: Promoted in the Traverse Connect Weekly Bulletin (7,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Media: Promoted as sponsor in all earned and purchased media related to the event (may include print, radio, television, and direct mail)
 - Website: Logo on Traverse Connect website
 - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- ▶ Five tickets included in sponsorship
- ▶ One complimentary ticket to the private Chair Reception Event