

The logo for the Northern Michigan Chamber Alliance is centered in a dark blue rectangular box. It features the words "NORTHERN MICHIGAN CHAMBER ALLIANCE" in a bold, teal, sans-serif font. A white five-pointed star is positioned between the "N" and "O" in "NORTHERN".

N★RTHERN MICHIGAN CHAMBER ALLIANCE

The text "2022 SPONSORSHIP OPPORTUNITIES" is centered below the logo in a bold, dark blue, sans-serif font.

2022 SPONSORSHIP OPPORTUNITIES



NORTHERN MICHIGAN POLICY CONFERENCE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$5,000 (one available)

- ▶ Recognition as Presenting Sponsor for the 2022 Northern Michigan Policy Conference
- ▶ First right of acceptance to sponsor the 2023 Northern Michigan Policy Conference
- ▶ Recognition in digital and print publications including, but not limited to:
 - The Connection: Promoted in the Traverse Connect weekly newsletter (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 Northern Michigan Chamber Alliance website
 - Social Media: Recognition on the Northern Michigan Chamber Alliance Facebook page
 - Speaking opportunity during opening remarks (three-five minutes)
- ▶ One table included (six tickets) with prominent placement at the front of the room
- ▶ Logo included on welcome slide as attendees enter the room
- ▶ Verbal recognition as Presenting Sponsor during opening remarks
- ▶ Logo included in digital program
- ▶ Logo included at table tents placed at each table
- ▶ Logo included on signage placed around the event

SUPPORTING SPONSOR: \$2,500 (one available)

- ▶ Recognition as Supporting Sponsor for the 2022 Northern Michigan Policy Conference
- ▶ First right of acceptance to sponsor the 2023 Northern Michigan Policy Conference
- ▶ Recognition in digital and print publications including, but not limited to:
 - 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)
 - Social Media: Recognition on the Northern Michigan Chamber Alliance Facebook page
 - One table included (six tickets) with prominent placement at the front of the room
- ▶ Verbal recognition as Supporting Sponsor during opening remarks
- ▶ Logo included in digital program
- ▶ Logo included on table tents placed at each table
- ▶ Logo included on signage placed around the event

**N★RTHERN
MICHIGAN
CHAMBER
ALLIANCE**

LUNCH SPONSOR: \$1,500 (one available)

- ▶ Recognition as Lunch Sponsor for the 2022 Northern Michigan Policy Conference
- ▶ Recognition in digital and print publications including, but not limited to:
 - 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)
 - Social Media: Recognition on the Northern Michigan Chamber Alliance Facebook page
- ▶ One table included (six tickets total) with prominent placement at the front of the room
- ▶ Verbal recognition as Lunch Sponsor during opening remarks
- ▶ Logo included in digital program
- ▶ Logo included on signage placed around the event and next to lunch stations

COFFEE SPONSOR: \$1,500 (one available)

- ▶ Recognition as Coffee Sponsor for the 2022 Northern Michigan Policy Conference
- ▶ Recognition in digital and print publications including, but not limited to:
 - 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 the Northern Michigan Chamber Alliance website
 - Social Media: Recognition on the Northern Michigan Chamber Alliance Facebook page
- ▶ One table included (six tickets total) with prominent placement at the front of the room
- ▶ Verbal recognition of Lunch Sponsor during opening remarks
- ▶ Logo included on signage placed around the event
- ▶ Single-color logo branded coasters placed on each table

DIGITAL PROGRAM SPONSOR: \$500 (four available)

- ▶ Recognition as Digital Program Sponsor for the 2022 Northern Michigan Policy Conference with ad and click-through link to website placed within digital program
- ▶ Recognition as Program Sponsor on the Northern Michigan Policy Conference registration webpages
- ▶ Recognition as Program Sponsor within registration page, confirmation emails and reminder emails
- ▶ Recognition with logo included on signage with QR code for attendees to access digital program
- ▶ Two tickets to the Northern Michigan Policy Conference