



# SPONSORSHIP OPPORTUNITIES

As a full-service relocation program, Michigan's Creative Coast is a one-stop resource for everything you need to live, work, and get connected in the Grand Traverse Region.

Michigan's Creative Coast is a talent attraction initiative that highlights the Grand Traverse Region as an exceptional place to live, explore, and fulfill your career. Our mission is to advance the economic vitality of the Grand Traverse Region by elevating its innovative and entrepreneurial ecosystem; attracting new people, new ideas, and new businesses; and placing our region on the map as an attractive career destination.

Michigan's Creative Coast inspires professionals from across the country and beyond to make the move to northern Michigan and places the Grand Traverse Region on the map as a recognizable career and lifestyle destination.

Visit [michiganscreativecoast.com](http://michiganscreativecoast.com).

## MICHIGAN'S CREATIVE COAST DIGITAL ENGAGEMENT

**1,250+**  
NEWSLETTER  
SUBSCRIBERS

**2,250+**  
INSTAGRAM  
FOLLOWERS

**4,500+**  
MONTHLY  
WEB VISITORS

**850+**  
MONTHLY  
JOB BOARD VISITORS

**39,000+**  
YEARLY  
YOUTUBE VIEWS

# UNDERWRITING SPONSOR

\$10,000 (one available)

As an Underwriting Sponsor you will be prominently featured as the sole premier-level sponsor, underwriting the important and high-visibility work of Michigan's Creative Coast to place the Grand Traverse Region on the map as a recognizable career and lifestyle destination.

## Underwriting Sponsor will receive:

- ▶ Recognition as underwriting sponsor via addition of Sponsor's logo (with hyperlink)\* on website footer, visible on all site pages. (108,000 users and 163,000 sessions since October 1, 2020)
- ▶ Recognition in digital publications:
  - ▶ Sponsor logo added to monthly Michigan's Creative Coast newsletter (1000+ subscribers, including newcomers and people interested in relocating to the Grand Traverse Region)
  - ▶ Recognition in the Traverse Connect Bulletin (7,000+ subscribers) when Michigan's Creative Coast programming is featured
- ▶ Special recognition on Michigan's Creative Coast social media outlets (Instagram, Facebook) via a unique shout-out post four times per year, in addition to special mention as a sponsor of Michigan's Creative Coast programs
- ▶ Acknowledgment in credits in any 2022 Michigan's Creative Coast video shorts to be created. (85,697 views for videos and snippets via organic and Google Search & Display campaign)
- ▶ Opportunity to place company swag and promotional material in Newcomer Welcome Packet via Northern Navigators program, as well as acknowledgment in the Newcomer's brochure.
- ▶ Acknowledgment in Traverse Connect's 2021 Annual Report

*\*Note that we ask Sponsor to provide us with a unique tracking URL which we may use to link back to the sponsor's website. This will ensure the Sponsor can track and record the number of views and hits their website is receiving as a result of Sponsorship of Michigan's Creative Coast.*

# NORTHERN NAVIGATORS

\$7,500 (one available)

Northern Navigators act as 'regional ambassadors' to the Grand Traverse Region. They are people who already live here, who have chosen to live here, and who can help a newcomer feel welcomed and connected, while offering knowledge of the area's lifestyle, recreation, schools, healthcare, real estate, and industry and career opportunities. Northern Navigators offer a personalized and friendly relocation service that's intended to equip the newcomer with knowledge of the area and to get them quickly plugged into a network and the community. To date, 80+ meetings have taken place between Navigators and Newcomers since launching the program in Fall 2020, with an average star rating of 4.7 out of 5 for the meetings. Our twenty-one Northern Navigators have been selected to ensure a diverse and rich range of background, knowledge and industry, as well as a welcoming and friendly attitude. The Northern Navigators Sponsor will support the continued efforts to connect trailing spouses and partners and newcomers to the Grand Traverse Region with a supportive community and resources.

## The Northern Navigators Sponsor will receive:

- ▶ Recognition as Northern Navigators Sponsor via addition of Sponsor's logo (with hyperlink)\* on [Northern Navigators menu webpage](#), and on all individual Navigator profile pages
  - ▶ Northern Navigators menu webpage has received 8,785 views since inception, and receives an average of 800 monthly visitors
- ▶ Sponsor may nominate and place one employee as a Northern Navigator, subject to their ability to volunteer up to two hours of their time per month
- ▶ Special recognition on Michigan's Creative Coast social media outlets (Instagram, Facebook) via:
  - ▶ Unique shoutout post featuring sponsor once per year
  - ▶ Special mention as sponsor for every social media post featuring a Northern Navigator, approximately twice per month
- ▶ Once yearly special feature in Michigan's Creative Coast newsletter (1000+ subscribers, including newcomers and people interested in relocating to the Grand Traverse Region)
- ▶ Opportunity to place company swag and promotional material in Newcomer Welcome Packet via Northern Navigators program, as well as acknowledgement in the Newcomer's brochure

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# FRESH COAST QUARTERLY CLUB EVENT SPONSOR

\$2,500 (four available)

Held four times annually, our Fresh Coast Quarterly Club meetups are an opportunity for newcomers to the Grand Traverse Region to get plugged into a network, meet new people, and learn about one of the most vibrant arts & culture communities in Michigan and the Midwest. Each Fresh Coast Quarterly Club showcases an entrepreneur who has made Traverse City their home, and who has brought with them exciting new ideas, interests, inspirations, and innovations. The Fresh Coast Quarterly Club is hosted at a different location each time, is free to attend, and is open to all. Each event draws 50-150 attendees, many of whom have recently relocated to the Grand Traverse Region.

## Each Fresh Coast Quarterly Club Event Sponsor will receive:

- ▶ Recognition as Presenting Sponsor of a Fresh Coast Quarterly Club event in 2022 via addition of Sponsor's logo (with hyperlink)\* on event webpage
- ▶ Special recognition on Michigan's Creative Coast social media outlets (Instagram, Facebook) via:
  - ▶ Unique shoutout post featuring sponsor once per event
  - ▶ Special mention as sponsor via Fresh Coast Quarterly event promotion post, two times per event
- ▶ Recognition in Michigan's Creative Coast newsletter (1000+ subscribers, including newcomers and people interested in relocating to the Grand Traverse Region) as Presenting Sponsor of a Fresh Coast Quarterly Club event the month the event will be held
- ▶ Opportunity to place company swag and promotional material at a Fresh Coast Quarterly Club event hosted in 2022
- ▶ Opportunity to provide brief (1-2 minutes) opening remarks at a Fresh Quarterly Club event

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# REAL ESTATE & NEIGHBORHOODS PAGE SPONSOR

\$5,000 (one available)

The Real Estate & Neighborhoods webpage is nested under the 'Living Here' sections of michiganscreativecoast.com. It can be accessed via the homepage 'Make Your Life Here' button or via the website hamburger menu. The intent of this webpage is to provide information to newcomers to the region as follows:

1. Neighborhood Profiles: A 'find-your-neighborhood' overview of the various neighborhoods within Traverse City and suburbs, as well as profiles of surrounding villages e.g. Kingsley, Garfield Township, Empire, Acme, Interlochen etc. The intent is to inform newcomers of the variety of options available to them depending on their lifestyle need upon relocating to the area.
2. Real Estate Services: Resources for home buyers and renters such as real estate agencies and rental home providers.

## Real Estate & Neighborhoods Page Sponsor will receive:

- ▶ Recognition as Real Estate Sponsor via addition of Sponsor's logo (with hyperlink)\* to webpage
- ▶ Opportunity to recommend up to five Realtor agents/board members to serve upon the webpage build-out ad Hoc committee. Ad Hoc committee members will have their names listed as contributors to the webpage with hyperlinks to their realtor's webpage and contact info.
- ▶ Special recognition on Michigan's Creative Coast social media outlets (Instagram, Facebook) via:
  - ▶ Unique shout-out post featuring sponsor two times per year
  - ▶ Special mention as a sponsor via Real Estate & Neighborhoods webpage highlight post, four times per year.
- ▶ Twice yearly feature in Michigan's Creative Coast newsletter (1000+ subscribers, including newcomers and people interested in relocating to the Grand Traverse Region)

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# NORTH COAST HOMECOMING 2022 SPONSORSHIPS

Happy Hour Sponsor: \$2,500 (one available)  
Homecoming Sponsor: \$1,000 (one available)

Michigan's Creative Coast joins forces with TCNewTech to present the annual North Coast Homecoming event on the busiest social night of the year, Thanksgiving Eve. This event is geared at job-seeker residents of the Grand Traverse Region, as well as job professionals who have made the trip home for the holidays and are considering relocating back to Traverse City or Northern Michigan. The event draws 200-300 attendees, including many potential new residents and talent who are given the opportunity to learn about Traverse City's business and entrepreneurial ecosystem and meet with some of the region's fastest-growing companies, and employers.

## North Coast Homecoming Sponsors will receive:

- ▶ Recognition as sponsor according to sponsorship level via addition of Sponsor's logo (with hyperlink)\* on event webpage
  - ▶ Happy Hour sponsor will be recognized via printed drink tickets and bar napkins with company logo
- ▶ Special recognition on Michigan's Creative Coast and Traverse Connect social media outlets (Instagram, Facebook) via:
  - ▶ Unique shoutout post featuring sponsor in lead up to event
  - ▶ Recognized in all social media posts related to the event
- ▶ Recognition in Michigan's Creative Coast newsletter (1000+ subscribers, including newcomers and people interested in relocating to the Grand Traverse Region)
- ▶ Recognition via event invitations and confirmation emails sent to each event registrant
- ▶ Sponsor will be given a 6-foot table/employer booth at the event and the opportunity to place company swag and promotional material at registration table
- ▶ Opportunity to provide brief (1-2 minutes) opening remarks at North Coast Homecoming

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# RELOCATION EXPERTS

\$1,000 (ten available)

The Relocation Service Providers Webpage is intended to provide newcomers to the region with the moving and relocation services that can make their move to a new location easier. The page is reached via the hamburger menu at michiganscreativecoast.com. Additionally, a button hyperlinking to the Relocation Experts is placed on the Job Board page, as well as on the Northern Navigators page.

## Relocation Experts will receive:

- ▶ Your logo (with hyperlink)\*, and a short blurb added to Relocation Service Providers webpage. (108,000 users and 163,000 sessions since October 1, 2020)
  - ▶ Button to Relocation Service Providers page is placed on our second and third most trafficked webpages:
    - ▶ Northern Navigators: 8,785 views since inception, average of 800 monthly visitors
    - ▶ Job Board : 8,562 views since inception, average of 775 monthly visitors
- ▶ Special recognition on Michigan's Creative Coast social media outlets (Instagram, Facebook) via:
  - ▶ A unique shout-out post featuring sponsor once per year
  - ▶ Special mention as a relocation service provider via a relocation service providers post (twice per year)
- ▶ Once yearly feature in Michigan's Creative Coast newsletter (1000+ subscribers, including newcomers and people interested in relocating to the Grand Traverse Region)

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