



2022 SPONSORSHIP OPPORTUNITIES

BY THE NUMBERS

Quarterly Marketing Statistics

Traverse Connect provides many ways to help promote your company, increase your engagement and broaden 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, 869.47 average daily user organic reach



1,187

LinkedIn followers



5,758

Twitter followers



2,161

Instagram followers



5,446

average quarterly users
at **traverseconnect.com**



10.2K

average quarterly YouTube users,
with 116 average quarterly video views and 74 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.

2022 LEADERSHIP ROUNDTABLE SERIES

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: SOLD!

- ▶ Recognition as 2022 Leadership Round Table Series Presenting Sponsor (three events)
- ▶ Four tickets to each event in series
- ▶ Speaking opportunity (one-three minutes) during opening remarks at each event
- ▶ Opportunity to provide marketing material to attendees (provided by sponsor)
- ▶ Recognition with logo placed on signage at the event
- ▶ Recognition with logo placed on all table tents
- ▶ Logo included in digital program
- ▶ Recognition in digital and print publications including, but not limited to:
 - The Connection: Promoted in the Traverse Connect weekly newsletter (6,000 + 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)

SUPPORTING SPONSOR: \$5,000 (total investment for series - one available) **\$2,500** (per individual event)

- ▶ Recognition as 2022 Leadership Roundtable Series Supporting Sponsor (three events)
- ▶ Four tickets to each event in series
- ▶ Speaking opportunity (one-three minutes) during opening remarks at each event
- ▶ Recognition with logo placed on signage at the event
- ▶ Recognition with logo placed on all table tents
- ▶ Logo included in digital program
- ▶ Recognition in digital and print publications including, but not limited to:
 - The Connection: Promoted in the Traverse Connect weekly newsletter (6,000 + 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)

BEVERAGE SPONSOR: \$3,500 (total investment for series)
\$1,500 (per individual event - one available)

- ▶ Recognition as 2022 Leadership Roundtable Series Beverage Sponsor (three events)
- ▶ Two tickets to each event in series
- ▶ Single-color logo included on branded coasters placed at tables during networking hour
- ▶ Recognition with logo placed on signage at the event
- ▶ Recognition with logo placed on all table tents
- ▶ Logo included in digital program
- ▶ Recognition in digital and print publications including, but not limited to:
 - The Connection: Promoted in the Traverse Connect weekly newsletter (6,000 + subscribers)
 - Email: Logo on invitation and confirmation emails sent to each event registrant
 - Website: Logo on each session's registration page
 - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)



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