



**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 ANNUAL ECONOMIC SUMMIT

## SPONSORSHIP OPPORTUNITIES

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### QUICK CONNECT:

#### **QUICK CONNECT NETWORKING CONTINENTAL BREAKFAST SPONSOR: SOLD!**

- ▶ Recognition as Continental Breakfast Sponsor during the 2022 Quick Connect networking event
- ▶ One-minute sponsor remarks at beginning of event
- ▶ Four tickets to Economic Outlook Luncheon
- ▶ Single-color logo included on branded napkin placed at breakfast station
- ▶ Recognition with logo placed on signage at the event
- ▶ Logo included in digital program provided to all Economic Outlook Luncheon and Quick Connect attendees
- ▶ 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 Presenting 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)

#### **QUICK CONNECT NETWORKING MUSIC SPONSOR: SOLD!**

- ▶ Recognition as Music Sponsor during the Quick Connect networking event
- ▶ Two tickets included to Economic Outlook Luncheon
- ▶ Verbal recognition as music sponsor during Quick Connect networking event
- ▶ Logo included in digital program distributed at Economic Outlook
- ▶ Logo included on signage placed around the room for Quick Connect
- ▶ 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 Presenting 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)

## **QUICK CONNECT NETWORKING TABLE SPONSOR: \$450** (twenty available)

- ▶ One 6ft table and two chairs provided for organization to display marketing and company material during Quick Connect and during registration for Annual Economic Luncheon
- ▶ Two tickets included to Economic Outlook Luncheon
- ▶ Logo included on Traverse Connect event page highlighting which organizations will be represented at tables

## **ECONOMIC OUTLOOK LUNCHEON:**

### **ECONOMIC OUTLOOK LUNCHEON PRESENTING SPONSOR: SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Economic Outlook Luncheon
- ▶ Two tables at the Economic Outlook Luncheon (16 tickets) with prominent placement at the front of the room
- ▶ One table included in Quick Connect Networking Event
- ▶ Speaking opportunity during opening remarks
- ▶ Input on keynote speaker selection process, chosen by Traverse Connect
- ▶ Logo included on welcome slide as attendees enter the room
- ▶ Verbal recognition of Presenting Sponsor during opening remarks
- ▶ Logo included in digital program provided to all Economic Outlook Luncheon and Quick Connect attendees
- ▶ Recognition with logo placed on signage at the event
- ▶ 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 Traverse Connect website
  - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)

### **ECONOMIC OUTLOOK LUNCHEON SUPPORTING SPONSOR: \$10,000**

(one available)

- ▶ Recognition as Supporting Sponsor for the 2022 Economic Outlook Summit
- ▶ One table at the Economic Outlook Summit (eight tickets total) with prominent placement at the front of the room
- ▶ One table included in the Showcase tables
- ▶ Speaking opportunity during opening remarks (one – two minutes)

- ▶ Logo included on welcome slide as attendees enter the room
- ▶ Verbal recognition of Supporting Sponsor during opening remarks
- ▶ Logo included in digital program provided to all Economic Outlook Luncheon and Quick Connect attendees
- ▶ Recognition with logo placed on signage at the event
- ▶ 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)

### **ECONOMIC OUTLOOK LUNCHEON BEVERAGE SPONSOR: SOLD!**

- ▶ Recognition as Beverage Sponsor for the 2022 Economic Outlook Luncheon
- ▶ One table (eight tickets) for the Economic Outlook Summit with prominent placement in the room
- ▶ Logo included with digital program
- ▶ Signage placed next to the beverage table
- ▶ Logo included on coasters placed at each table
- ▶ 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)

### **ECONOMIC OUTLOOK LUNCHEON DECOR SPONSOR: \$1,500 (two available)**

- ▶ Recognition as Décor Sponsor for the 2022 Annual Economic Summit
- ▶ Company Logo tag placed coasters around the room
- ▶ One table (eight tickets) for the Economic Outlook Summit with prominent placement in the room
- ▶ 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)

### **ECONOMIC OUTLOOK LUNCHEON STAGE SPONSOR: \$1,500** (one available)

- ▶ Recognition as Stage Sponsor for the 2022 Annual Economic Summit
- ▶ Company Logo tag placed coasters around the room
- ▶ One table (eight tickets) for the Economic Outlook Summit with prominent placement in the room
- ▶ 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 Traverse Connect website
  - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)





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