



**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 DISTINGUISHED SERVICE AWARD LUNCHEON

## SPONSORSHIP OPPORTUNITIES

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### **PRESENTING SPONSOR: SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Distinguished Service Award Luncheon
- ▶ 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)
- ▶ Logo included in digital program
- ▶ Recognition with logo placed on signage throughout the event
- ▶ Recognition with logo placed on all table tents
- ▶ One reserved table of eight (8) at the Distinguished Service Award Luncheon
- ▶ Speaking opportunity (one – three minutes) during opening remarks at the Distinguished Service Award Luncheon
- ▶ Opportunity to show promotional video before opening remarks
- ▶ Opportunity to place marketing material at each table (provided by sponsor)

### **SUPPORTING SPONSOR: SOLD!**

- ▶ Recognition as Supporting Sponsor for the 2022 Distinguished Service Award Luncheon
- ▶ Logo included in digital program
- ▶ Recognition with logo placed on signage throughout the event
- ▶ Recognition with logo placed on all table tents
- ▶ One reserved table of eight (8) at the 2022 Distinguished Service Award Luncheon
- ▶ Speaking opportunity (one-three minutes) during opening remarks at the Distinguished Service Award Luncheon
- ▶ 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: SOLD!**

- ▶ Recognition as Beverage Sponsor for the 2022 Distinguished Service Award Luncheon
- ▶ Logo included in digital program
- ▶ Recognition with logo placed by beverage station
- ▶ Single-color logo included on branded coasters placed at each table
- ▶ One reserved table of eight (8) included to the Distinguished Service Award Luncheon
- ▶ 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)

## **LUNCH SPONSOR: SOLD!**

- ▶ Recognition as Lunch Sponsor for the 2022 Distinguished Service Award Luncheon
- ▶ Logo included in digital program
- ▶ Recognition with logo placed on signage throughout the event
- ▶ One reserved table (8 tickets) included to the Distinguished Service Award Luncheon
- ▶ 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)



## **DECOR SPONSOR: SOLD!**

- ▶ Recognition as Decor Sponsor for the 2022 Distinguished Service Award Luncheon
- ▶ Logo included in digital program
- ▶ Recognition with logo placed on signage throughout the event
- ▶ Four tickets to the Distinguished Service Award Luncheon
- ▶ 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)

## **DIGITAL PROGRAM SPONSOR: SOLD!**

- ▶ Recognition as Digital Program Sponsor for the 2022 Distinguished Service Award Luncheon with advertisement and click-through link to website placed within digital program
- ▶ Recognition as Digital Program Sponsor on the Distinguished Service Award Luncheon event registration webpage
- ▶ Recognition as Program Sponsor within registration page, confirmation emails and reminder emails
- ▶ Two tickets to the Distinguished Service Award Luncheon

# 2022 SCALE UP NORTH AWARDS

## SPONSORSHIP OPPORTUNITIES

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### **PRESENTING SPONSOR: SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Scale Up North Awards
- ▶ First right of acceptance to sponsor the 2023 Scale Up North Awards
- ▶ 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)
  - Videos: All recorded videos posted on Traverse Connect YouTube page with sponsor recognition
- ▶ Pre-recorded sponsor remarks and promotional video to be shown in conjunction with Scale Up North Video Showcase featured on YouTube and Traverse Connect social media platforms
- ▶ Speaking opportunity (one – three minutes) during the Scale Up North Awards Ceremony
- ▶ Opportunity for one company representative to participate as a judge
- ▶ Logo featured in all virtual events and on signage at the Scale Up North Awards Ceremony

# 2022 LEADERSHIP GRAND TRAVERSE ANNUAL GOLF OUTING SPONSORSHIP OPPORTUNITIES

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## PRESENTING SPONSOR: **SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing
- ▶ First right of acceptance to sponsor the 2023 Leadership Grand Traverse Annual Golf Outing
- ▶ 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)
- ▶ Single hole with a table on either The Bear or The Wolverine – Two lunch voucher tickets included and up to three drink tickets for table staff to enjoy throughout the day
- ▶ Two foursome entries in the Outing (eight golfers)
- ▶ Opening remarks before shotgun start
- ▶ Opportunity to provide company swag or materials in golf carts for golfers
- ▶ Logo included on golfer's gift
- ▶ Logo included in digital program

## HOLE SPONSOR: **\$250 SOLD!**

- ▶ One branded sign with company logo on The Bear or The Wolverine
- ▶ Sponsor recognition on event webpage with click-through link to sponsor website

## BIRDIE SPONSOR: **\$1,000** (three available)

- ▶ Recognition as Birdie Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing
- ▶ 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)
- ▶ Single hole with table on either The Bear or The Wolverine (five available per course)
- ▶ Opportunity to provide sponsor marketing materials at designated hole
- ▶ Lunch vouchers included (up to two)
- ▶ Three drink tickets to use throughout the day, covering up to two representatives
- ▶ Verbal recognition during awards ceremony
- ▶ Logo in digital program
- ▶ Logo printed on signage placed at reception

### **BEVERAGE SPONSOR ON GREEN: \$1,000 SOLD!**

- ▶ Recognition as Beverage Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing on either The Bear or The Wolverine
- ▶ 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)
- ▶ One sign with your company logo on either The Bear or The Wolverine
- ▶ Koozies with single-color logo provided to each golfer on either The Bear or The Wolverine
- ▶ Logo on attendee drink tickets for corresponding course chosen
- ▶ Verbal recognition during awards ceremony
- ▶ Logo in digital program
- ▶ Logo printed on signage placed at reception

### **LUNCH SPONSOR: \$1,500 SOLD!**

- ▶ Recognition as Lunch Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing
- ▶ 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)
- ▶ Single-color logo included on lunch napkins
- ▶ Logo on lunch tickets placed in each golfer's welcome bag on either The Wolverine or The Bear
- ▶ Opportunity to place table next to lunch station to distribute marketing materials
- ▶ Signage at lunch station
- ▶ Verbal recognition during awards ceremony
- ▶ Logo in digital program
- ▶ Logo printed on signage placed at reception

### **HOLE-IN-ONE SPONSOR:** (two available) Contact Molly MacGirr

This sponsorship must have an item valued no less than \$5,000 to be given away if player makes hole in one – for both men's and women's teams.

- ▶ Recognition as Hole-In-One Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing
- ▶ 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)
- ▶ Single hole with table on either The Bear or The Wolverine
- ▶ Three drink tickets to enjoy throughout the day
- ▶ Verbal recognition during awards ceremony
- ▶ Logo in program and course map
- ▶ Logo printed on signage placed at reception
- ▶ Thirty-second video of hole-in-one item to be shared on the Traverse Connect Facebook page

PLEASE NOTE: Insurance must be provided by sponsor for items – cost of insurance will be subtracted from total sponsorship cost.

## **GOLF BALL SPONSOR: \$2,500 SOLD!**

Each golfer will receive a golf ball sleeve in the welcome bag (three golf balls included per sleeve). Each golf ball will be customized with your single-color company logo.

- ▶ Recognition as Golf Ball Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing
- ▶ 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)
- ▶ Sign with company logo on either The Bear or The Wolverine
- ▶ Verbal recognition during awards ceremony
- ▶ Logo in digital program
- ▶ Logo printed on signage placed at reception

## **WATER SPONSOR: \$1,000 (one available)**

The water sponsor is responsible for providing bottled water for golfers. Sponsors will be provided with a golf cart on their assigned course to distribute water to golfers throughout the course at the outing

- ▶ Recognition as Water Sponsor for the 2022 Leadership Grand Traverse Annual Golf Outing
- ▶ 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)
- ▶ Sign with company logo on either The Bear or The Wolverine
- ▶ Verbal recognition during awards ceremony
- ▶ Logo in digital program
- ▶ Logo printed on signage placed at reception



# 2022/2023 LEADERSHIP GRAND TRAVERSE SPONSORSHIP OPPORTUNITIES

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## PRESENTING SPONSOR: **SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022/2023 Leadership Grand Traverse 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)
- ▶ Eight-month sponsorship promotion opportunity from August 2022 through March 2023
- ▶ Opportunity to send one employee through Leadership Grand Traverse program (applicant must submit application for review)
- ▶ Speaking opportunity at graduation with audience of Leadership Grand Traverse participants and community members
- ▶ Speaking opportunity at Leadership Grand Traverse alumni event
- ▶ Forty-five second sponsor video to be recorded and shared on Leadership Grand Traverse event page and social media channels
- ▶ Logo included on programs given to each attendee (13 sessions total)
- ▶ Verbal recognition of sponsorship at the beginning of each session
- ▶ Exclusive sponsor information distributed to each attendee at the event (literature must be provided by the sponsor)
- ▶ Branded swag given to each participant in their Leadership Grand Traverse orientation bag





# NORTHERN MICHIGAN POLICY CONFERENCE SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR: **SOLD!**

- ▶ 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 (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 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

**N★RTHERN  
MICHIGAN  
CHAMBER  
ALLIANCE**



## **SUPPORTING SPONSOR: SOLD!**

- ▶ 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

## **DIRECTORS' RECEPTION SPONSOR: \$5,000 (one available)**

- ▶ Recognition as Directors' Reception Sponsor for the Northern Michigan Policy Conference
- ▶ First right of acceptance to sponsor the 2023 Northern Michigan Policy Conference Directors' Reception
- ▶ 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)
- ▶ Six tickets to the Northern Michigan Policy Conference
- ▶ Six tickets to the private Directors' Reception
- ▶ Speaking opportunity at the Directors' Reception
- ▶ Single-color logo included on branded coasters placed at Directors' Reception
- ▶ Logo included on signage placed around the room

## **LUNCH SPONSOR: SOLD!**

- ▶ 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: SOLD!**

- ▶ 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

The logo for the Northern Michigan Chamber Alliance is displayed in a dark blue rectangular box. The text is in a light blue, sans-serif font. The word "NORTHERN" is on the top line, "MICHIGAN" is on the second line, "CHAMBER" is on the third line, and "ALLIANCE" is on the fourth line. A white star is positioned between the "N" and "O" in "NORTHERN".

**N★RTHERN  
MICHIGAN  
CHAMBER  
ALLIANCE**



## **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

# 2022 BULLY PULPIT

## SPONSORSHIP OPPORTUNITIES

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

- ▶ Recognition as Presenting Sponsor for the 2022 Bully Pulpit
- ▶ 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)
- ▶ Speaking opportunity (one-three minutes) during opening remarks
- ▶ One reserved table of eight (8) with prominent placement
- ▶ Logo included on table tents placed at each table
- ▶ Logo included in digital program and signage placed around room
- ▶ Opportunity to distribute promotional material (provided by sponsor) at each table
- ▶ Single-color logo included on branded coasters placed at the bar

### **SUPPORTING SPONSOR: \$2,500 SOLD!**

- ▶ Recognition as Supporting Sponsor for the 2022 Bully Pulpit
- ▶ 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)
- ▶ Speaking opportunity (one-two minutes) during opening remarks
- ▶ Four tickets at reserved table in the front of the room
- ▶ Logo included in digital program and signage placed around the room



# 2022 ECONOMIC STRATEGY SESSIONS

## SPONSORSHIP OPPORTUNITIES

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**ABOUT THE ECONOMIC STRATEGY SESSIONS:** The Economic Strategy Sessions are an initiative by Traverse Connect to engage high-level investors and community leaders with the key pillars of our Strategic Plan, and to provide clear and transparent leadership and guidelines for our region's economic development activity. Held three times annually, each Economic Strategy Session focuses on one core strategy for Traverse Connect's economic development leadership. The 2022 Economic Strategy Session event series is co-hosted by 20Fathoms and TCNewTech and the series theme focuses on Attracting Entrepreneurs & Innovation to the Grand Traverse Region.

### **PRESENTING SPONSOR: SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Economic Strategy Sessions (three total)
- ▶ First right of acceptance to sponsor the 2023 Economic Strategy Sessions
- ▶ 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)
- ▶ Speaking opportunity (up to five minutes) either in person or pre-recorded
- ▶ Opportunity to play a one-minute long promotional video after opening remarks
- ▶ Eight tickets per session included (three sessions)
- ▶ Logo included in digital program
- ▶ Logo included on all table and event signage

### **SUPPORTING SPONSOR: SOLD!**

- ▶ Recognition as Supporting Sponsor for the 2022 Economic Strategy Sessions (three total)
- ▶ 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)
- ▶ Speaking opportunity (one-two minutes) either in person or pre-recorded
- ▶ Eight tickets per session included (three sessions)
- ▶ Logo included in digital program
- ▶ Logo included on all table and event signage at each session

**BEVERAGE SPONSOR: \$7,500** (total for all three sessions - one available) **OR**  
**\$3,000** (total for one session - three available)

- ▶ Recognition as Beverage Sponsor for the 2022 Economic Strategy Sessions (three total)
- ▶ 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)
- ▶ Single-color logo included on branded coasters placed at each table
- ▶ Eight tickets per session included (three sessions)
- ▶ Logo included in digital program
- ▶ Logo included on all table and event signage at each session

# 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)



# 2022 DIVERSITY, EQUITY, INCLUSION & BELONGING SUMMIT

## SPONSORSHIP OPPORTUNITIES

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### **PRESENTING SPONSOR: SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Diversity, Equity, Inclusion & Belonging (DEI&B) Summit
- ▶ Eight (8) tickets to the DEI&B Summit
- ▶ Speaking opportunity (three-five minutes) during opening remarks
- ▶ Opportunity to provide marketing material at tables provided by sponsor
- ▶ Logo included in digital program
- ▶ Logo included on table tents placed at each table
- ▶ Logo included 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 registration
  - 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, Instagram, LinkedIn)

### **SUPPORTING SPONSOR: \$5,000 (one available)**

- ▶ Recognition as Supporting Sponsor for the 2022 DEI&B Summit
- ▶ Eight (8) tickets to the DEI&B Summit
- ▶ Speaking opportunity (one-two minutes) during opening remarks
- ▶ Logo included in digital program
- ▶ Logo included on table tents placed at each table
- ▶ Logo included 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 registration
  - 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, Instagram, LinkedIn)



## **SPEAKER SPONSOR: \$1,500** (three of four available)

- ▶ Recognition as Speaker Sponsor for the 2022 DEI&B Summit
- ▶ Four (4) tickets to the DEI&B Summit
- ▶ Opportunity to introduce the speaker your organization has sponsored
- ▶ Logo included in digital program
- ▶ Logo included on table tents placed at each table
- ▶ Logo included 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 registration
  - 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, Instagram, LinkedIn)

## **BEVERAGE SPONSOR: \$2,500 SOLD!**

- ▶ Recognition as Beverage Sponsor for the 2022 DEI&B Summit
- ▶ Four (4) tickets to the DEI&B Summit
- ▶ Single-color logo included on branded coasters placed at each table
- ▶ Logo included in digital program
- ▶ Logo included on table tents placed at each table
- ▶ Logo included 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 registration
  - 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, Instagram, LinkedIn)



## **LUNCH SPONSOR: SOLD!**

- ▶ Recognition as Lunch Sponsor for the 2022 DEI&B Summit
- ▶ Four (4) tickets to the DEI&B Summit
- ▶ Logo included in digital program
- ▶ Logo included on table tents placed at each table
- ▶ Logo included 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 registration
  - 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, Instagram, LinkedIn)

# 2022 LEADERSHIP ROUNDTABLE SERIES

## SPONSORSHIP OPPORTUNITIES

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### **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)

# TRAVERSE CONNECT CANDIDATE FORUM

## SPONSORSHIP OPPORTUNITIES

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### **PRESENTING SPONSOR: SOLD!**

- ▶ Recognition as Presenting Sponsor for the 2022 Traverse Connect Candidate Forum
- ▶ Speaking opportunity (one-five minutes) during opening remarks
- ▶ One reserved table of six (6) with prominent placement
- ▶ Logo included on table tents placed at each table
- ▶ Logo included in digital program and on signage placed around the room
- ▶ Opportunity to distribute promotional material (provided by sponsor) 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)

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

- ▶ Recognition as Supporting Sponsor for the 2022 Traverse Connect Candidate Forum
- ▶ Speaking opportunity (one – two minutes) during opening remarks
- ▶ One reserved table of six (6) with prominent placement
- ▶ Logo included in digital program and on signage placed around 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)



## **BEVERAGE SPONSOR: \$1,500** (two available)

- ▶ Recognition as Beverage Sponsor for the 2022 Traverse Connect Candidate Forum
- ▶ Single-color logo included on branded coasters placed at the bar and tables
- ▶ One reserved table of six (6) with prominent placement
- ▶ Logo included in digital program
- ▶ Logo included on signage placed next to the beverage 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
  - Website: Logo on each session's registration page
  - Social Media: Recognition across Traverse Connect social media platforms (Facebook, Twitter, Instagram, LinkedIn)

## **DECOR SPONSOR: \$1,000** (two available)

- ▶ Recognition as Decor Sponsor for the 2022 Traverse Connect Candidate Forum
- ▶ One reserved table of six (6) with prominent placement
- ▶ Logo included in digital program
- ▶ Logo included on signage placed next to the stage
- ▶ 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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