



Northern Michigan Startup Week: Theme - Rural Health Innovation

Unicorn Sponsor - \$7,500 – Three in Total: One Remaining (Munson & Hagerty two of three sponsors)

- Recognized as the Unicorn Sponsor at the following events:
 - **Monday, April 22nd:** Startup Crawl
 - **Monday, April 22nd:** Northwestern Michigan STEM-Posium
 - **Tuesday, April 23rd:** Northern Michigan’s Rural Health Landscape: Innovation and Higher Education Engaging in Building Thriving Communities
 - **Tuesday, April 23rd:** TCNewTech University Showdown
 - **Wednesday, April 24th:** Access to Capital Breakfast
 - **Wednesday, April 24th:** The 20Fathoms Launch Awards: An Evening of Connections and Entrepreneurial Spirit
 - **Thursday, April 25th:** The Office of Possibilities (OOPs) Innovation Network
 - **Thursday, April 25th:** Shifting Mindsets: Extending Health Spans Through Innovation
- 3 – 5 minute sponsor opening remarks available at the following events:
 - Northern Michigan’s Rural Health Landscape
 - Access to Capital Breakfast
 - Shifting Mindsets: Extending Health Spans Through Innovation
- Two tickets included to the following paid events:
 - Access to Capital Breakfast
 - Shifting Mindsets: Extending Health Spans Through Innovation
- Sponsor verbal recognition at all events listed above
- Opportunity to provide one 60 second pre-recorded video to play across social media channels about your organization and support for NMSW
- Logo included on signage placed at each event listed above
- Logo prominently displayed on the NMSW webpage, hosted on the Traverse Connect website
- Logo displayed on each individual event page with click through link to website
- Logo included on reminder and thank you emails with click through link to website
- 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, Instagram, LinkedIn)



Accelerator Sponsor - \$3,500 – Two of Three Available – One sold to Priority Health

- Recognized as the Accelerator Sponsor at the following events:
 - **Monday, April 22nd:** Startup Crawl
 - **Monday, April 22nd:** Northwestern Michigan STEM-Posium
 - **Tuesday, April 23rd:** Northern Michigan’s Rural Health Landscape: Innovation and Higher Education Engaging in Building Thriving Communities
 - **Tuesday, April 23rd:** TCNewTech University Showdown
 - **Wednesday, April 24th:** Access to Capital Breakfast
 - **Wednesday, April 24th:** The 20Fathoms Launch Awards: An Evening of Connections and Entrepreneurial Spirit
 - **Thursday, April 25th:** The Office of Possibilities (OOPs) Innovation Network
 - **Thursday, April 25th:** Shifting Mindsets: Extending Health Spans Through Innovation
- Two tickets included to the following paid events:
 - Access to Capital Breakfast
 - Shifting Mindsets: Extending Health Spans Through Innovation
- Sponsor verbal recognition at all events listed above
- Logo included on signage placed at each event listed above
- Logo prominently displayed on the NMSW webpage, hosted on the Traverse Connect website
- Logo displayed on each individual event page with click through link to website
- 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, Instagram, LinkedIn)



Bootstrap Sponsor (digital recognition only) - \$550 – Five Available

- Recognized as the Bootstrap Sponsor on the following event pages
 - **Monday, April 22nd**: Startup Crawl
 - **Monday, April 22nd**: Northwestern Michigan STEM-Posium
 - **Tuesday, April 23rd**: Northern Michigan’s Rural Health Landscape: Innovation and Higher Education Engaging in Building Thriving Communities
 - **Tuesday, April 23rd**: TCNewTech University Showdown
 - **Wednesday, April 24th**: Access to Capital Breakfast
 - **Wednesday, April 24th**: The 20Fathoms Launch Awards: An Evening of Connections and Entrepreneurial Spirit
 - **Thursday, April 25th**: The Office of Possibilities (OOPs) Innovation Network
 - **Thursday, April 25th**: Shifting Mindsets: Extending Health Spans Through Innovation
- Logo displayed on the NMSW webpage, hosted on the Traverse Connect website
- Logo displayed on each individual event page with click through link to website
- Logo included in all confirmation emails