



## 2018 Sponsorship and Advertising Opportunities



Dear Potential Partner,

The Michigan Chapter of the Society of Government Meeting Professionals (MiSGMP) is pleased to offer you a wide selection of advertising and sponsorship opportunities. Sponsoring and advertising with MiSGMP is an **easy, cost-effective way** to promote your facilities, programs and services!

To make it convenient for you to plan for your annual support of MiSGMP, we have put together sponsorship and advertising bundling packages! As you plan your 2018 budget, please keep in mind that MiSGMP offers **Michigan's best planner-supplier ratio** at monthly meetings and events!

MiSGMP offers **unique opportunities** to interact with planners and access to a **loyal customer base**. During the 2016-17 fiscal year, the majority of MiSGMP meetings and events **had over 50% planners in attendance**. Frequent contact and interaction with planner members is definitely a value-added benefit for suppliers!

Packages are limited so please contact Stacy Yerby [sponsorship@misgmp.org](mailto:sponsorship@misgmp.org) today! Discount prices are available for those who commit by November 1; payment plans available!

Sincerely,

*Laurie Nickson*

Laurie Nickson  
MiSGMP President

**For specific questions or more information, contact:**

**Special Events:** (KnowledgeQuest, Silent Auction) Laurie Nickson [specialevents@misgmp.org](mailto:specialevents@misgmp.org)

**Annual Education Conference:** Chris Ward [aec@misgmp.org](mailto:aec@misgmp.org)

**Monthly Programs:** Annette Pepper [education@misgmp.org](mailto:education@misgmp.org)

**Communications:** Karalee McKinstry [communications@misgmp.org](mailto:communications@misgmp.org)

**Advertising and Sponsorships:** Stacy Yerby [ads@misgmp.org](mailto:ads@misgmp.org) Heidi Schmitt [sponsorship@misgmp.org](mailto:sponsorship@misgmp.org)

## The "Big Mac" Package Cost: \$3,510

**The "Big Mac" Package includes:** Sponsorship of a Speaker at the 2018 AEC in Traverse City, includes print and web acknowledgement of AEC sponsorship and five minutes of podium time at AEC (\$750 value); Exhibit Table at AEC (\$150 value); Three Boosted Facebook Posts (\$600 value); KnowledgeQuest Full Team Sponsorship (\$200 Value); Banner Ad and Preferred Vendor Listing on MiSGMP website for one year (\$1,060 value); One meeting sponsorship (\$550 value); One supplier registration at each monthly educational program (\$200 value).



## The "Great Lakes" Package Cost: \$2,810



**The "Great Lakes" Package includes:** Sponsorship of a Speaker at the 2018 AEC in Traverse City, includes print and web acknowledgement of AEC sponsorship and three minutes of podium time at AEC (\$750 value); Exhibit Table at AEC (\$150 value); Two Boosted Facebook Posts (\$400 value); KnowledgeQuest Full Team Sponsorship (\$200 Value); Banner Ad and Preferred Vendor Listing on MiSGMP website for six months (\$560 value); One meeting sponsorship (\$550 value); One supplier registration at each monthly educational program (\$200 value).

## The "Lighthouse" Package Cost: \$2,110

**The "Lighthouse" Package includes:** Sponsorship of a conference breakfast, lunch or reception at the 2018 AEC in Traverse City, includes print and web acknowledgement of AEC sponsorship, and three minutes podium time at AEC (\$750 value); Exhibit Table at AEC (\$150 value); Two Pinned Facebook Posts (\$200 value); KnowledgeQuest Full Team Sponsorship (\$200 Value); Preferred Vendor Listing on MiSGMP website for one year (\$60 value); One meeting sponsorship (\$550 value); One supplier registration at each monthly educational program (\$200 value).



## The "Mitten" Package Cost: \$1,035



**The "Mitten" Package includes:** Sponsorship of refreshment break at the 2018 AEC with signage, print and web acknowledgement of AEC sponsorship, and two minutes of podium time at AEC (\$300 value); Exhibit Table at AEC (\$150 value); Two Standard Facebook Posts (\$100 value); Sidebar Ad on MiSGMP website for six months plus Preferred Vendor Listing for one year (\$360 value); KnowledgeQuest Half Team Sponsorship (\$125 value).

*Packages save money PLUS you get 10% off when you purchase by November 1, 2017!*

# Sponsorship Opportunities

## Monthly Meeting Sponsor \$550

- Sponsorship includes (2) supplier registrations and (3) minutes to address the attendees. Opportunities are limited. Reserve today!

## 2017-2018 Special Events

**KnowledgeQuest (JUNE 2018- new special event replacing Road Rally) is coming to MiSGMP in 2018!**

\*More details on this event-coming soon!

- Half Team Sponsorship (Includes One Planner) \$125
  - Full Team Sponsorship (Includes Two Planners) \$200
- \*\*\*Suppliers are responsible for recruiting their planners and providing that information to MiSGMP

**Annual Awards & Auction Sponsor \$500**

- Includes placement of (your) facility banner in the banquet/awards room
- Permission to place (your) brochure, or a give-away, on the banquet tables
- Two minutes of podium time

**Annual Awards & Auction Registration Sponsor \$300**

- Includes placement of (your) facility banner in the registration area
- Permission to place (your) brochure on the registration tables

**Planner and Supplier of the Year Award Sponsor \$500**

- Placement of (your) facility banner in the banquet/awards room
- Permission to place (your) brochure, or give-away, on the banquet tables
- Two minutes of podium time

## 2018 Annual Education Conference

The 2018 Annual Education Conference will be held at the Great Wolf Lodge in Traverse City, MI.

**Sponsorship opportunities are as follow:**

- Opening Reception Sponsor \$650
- Dinner Sponsor \$1,000
- Continental Breakfast \$600
- Full Breakfast \$750
- Lunch \$750 each (2 available)
- Refreshment Break \$300 each (2 available)
- Closing Break \$300
- Speaker \$750 (5 available)
- Entertainment \$1,000
- Registration \$300
- Mobile Phone App \$500
- Turn Down Service \$300 (2 available)
- Planner Scholarships \$75

For more details on these sponsorship opportunities or to customize a package, please contact:

Chris Ward [aec@misgmp.org](mailto:aec@misgmp.org)

Heidi Schmitt [sponsorships@misgmp.org](mailto:sponsorships@misgmp.org)

## MiSGMP offers unique advertising opportunities to its members at a discount!

<u>Facebook Advertising</u>	<u>Member Pricing</u>	<u>Non Member Pricing</u>
➤ Standard Post (3 business days)	\$50	\$100
➤ Pinned Post (One week)	\$100	\$200
➤ Boosted Post (One week)	\$200	\$400

  

<u>Website Advertising</u>	<u>Member Pricing</u>	<u>Non Member Pricing</u>
➤ Sidebar Ads (3 months)	\$150	\$300
➤ Sidebar Ad (6 months)	\$300	\$600
➤ Top Banner Ad (3 months)	\$250	\$500
➤ Top Banner Ad (6 months)	\$500	\$1,000
➤ Top Banner Ad (12 months)	\$1,000	\$2,000
➤ Preferred Vendor (12 months)	\$60	Unavailable for Non Members

Packages save money PLUS you get an extra 10% off when you purchase by November 1, 2017!  
Payments over \$1,000 may be apportioned during the year, but must be completely paid by June 1, 2018.  
\*Monthly meetings do not include registration for AEC, KnowledgeQuest, or Awards Banquet & Auction

For more details on these sponsorship opportunities or to customize a package, please contact:

Stacy Yerby [ads@misgmp.org](mailto:ads@misgmp.org)

Heidi Schmitt [sponsorship@misgmp.org](mailto:sponsorship@misgmp.org)