

# 2017 Michigan Works! Impact Awards

**SPONSORSHIP PROSPECTUS**

**WEDNESDAY, FEBRUARY 22**

10:45AM | LANSING, MI | ANDERSON HOUSE OFFICE BUILDING

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## **EVENT OVERVIEW**

The Michigan Works! Impact Awards is a unique, highly publicized event that celebrates the economic impact of newly created jobs, transformational training and effective talent pipeline development within our communities.

During the event, state legislators present tributes to award winners, who have the opportunity to tell their story and the role Michigan Works! played in their success.

## **SPONSORSHIP BENEFITS**

Our sponsorships give your company maximum exposure to the attendees before, during and after the event, with options to accommodate all budgets.

### **INCREASE YOUR ORGANIZATION'S VISIBILITY WHILE SUPPORTING THE MICHIGAN WORKS! SYSTEM.**

Don't see what you want? Contact us any time, we are flexible and willing to work with you to design the sponsorship package that will fulfill your marketing needs.

## **ATTENDEE PROFILE**

**ESTIMATED ATTENDANCE:** 200+

**AUDIENCE:** Workforce and economic development professionals, Michigan Works! Agency Directors and administrative staff, partners in education, legislators, employers, business associates and more.

## **CONTACT**

Questions? Contact Laura Covey, [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org) or 517-371-1100 x 204.

**EACH SPONSORSHIP OFFERS UNIQUE VISIBILITY AND BENEFITS THAT ARE THE PERFECT COMPLEMENT TO YOUR UNIQUE MARKETING OBJECTIVES.**

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<b>BENEFITS</b>	<b>GOLD</b> -\$2,000	<b>SILVER</b> -\$1,000	<b>BRONZE</b> -\$500
Banner on website*	X	X	
Opportunity to distribute flyer at event	X	X	
Program advertisement	<b>FULL</b>	<b>HALF</b>	<b>QUARTER</b>
Verbal recognition at event	X	X	X
Logo on website	X	X	X
Logo in event program	X	X	X
Logo on event signage	X	X	X
Sponsorship recognition on Association Facebook and Twitter pages	X	X	X

*\*Banner will rotate through May 2017*

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Reach the maximum number of attendees by placing your advertisement in the exclusive Event Program.

**MAKE THE EVENT GUIDE PART OF YOUR BRANDING EFFORT - SPACE IS LIMITED!**

Take advantage of this strategic opportunity to increase your organization's presence at event.

*The program back cover and two-page spreads are also available at reasonable rates.*

## **ADVERTISEMENTS**

- **Acceptable file types:** Press optimized, high-resolution, PDF files only
- Full color

## **Insertion Sizes**

- Full Page: 8.5"W x 9"H
- Half Page (Horizontal Format Only): 4.25"W x 9"H
- Quarter Page (Vertical Format Only): 4.25"W x 4.5"H
- \*No bleed on any sizes

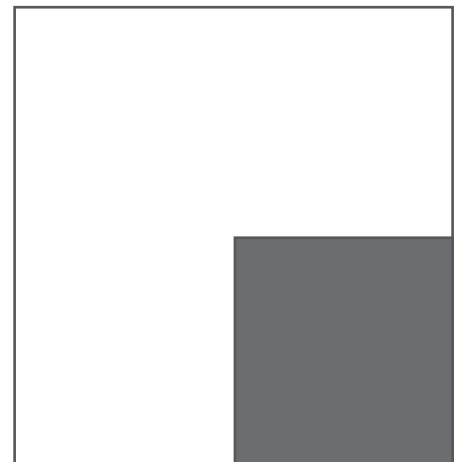
**SUBMISSION:** Please email all materials / files no later than **January 27, 2017** to Laura Covey, [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org).



Full Page - \$500



Half Page - \$250



Quarter Page - \$100

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## MATERIALS SUBMISSION

All materials are subject to Association approval. Materials must be relevant to the Michigan Works! Association audiences. Ad images must be clear and recognizable, with legible text. Unclear, blurry, or unrecognizable images are not permitted.

**SUBMISSION DEADLINE:** Please email all materials / files no later than **JANUARY 27, 2017** to Laura Covey, [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org)

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## MATERIALS SPECIFICATIONS

### WEBSITE - INTERNAL BANNER

- 220 x 158 (pixels)
- **Acceptable file types:** .JPEG, .PNG or .GIF
- **Size:** 150 KB or smaller

Non-animated files only. Michigan Works! Association does not allow fluorescent colors or otherwise distracting ads. All ads must be non-animated. All artwork subject to approval by Michigan Works! Association and must be complimentary to site design / pages.

### LOGOS

- **Acceptable file types:** .JPEG, .PNG or .GIF
- **Size:** 500 KB or larger

### ADVERTISEMENTS

- **Acceptable file types:** Press optimized, high-resolution, PDF files only
- Grayscale only

### Insertion Sizes

- Full Page: 8.5"W x 9"H
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Online registration is also available with payment via credit card: [www.michiganworks.org](http://www.michiganworks.org)

*Full payment is due at time of registration. Mailed forms that do not include payment cannot be considered.*

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Facebook Page: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Select sponsorship type:

Gold Sponsorship – \$2,000

Bronze Sponsorship – \$500

Silver Sponsorship – \$1,000

Event Program Advertising (select amount)

\_\_\_ \$500

\_\_\_ \$250

\_\_\_ \$100

## Authorized Signature

I confirm that payment has been submitted online or is attached to this form:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Online payment is available via credit card or electronic check, visit [www.michiganworks.org](http://www.michiganworks.org)

Mail this completed form with payment to:

Michigan Works! Association  
2500 Kerry Street, Suite 210  
Lansing, MI 48912-3657

### **CANCELLATION POLICY**

Sponsorship cancellations for are due by January 27, 2017 - cancellation of a sponsorship after this date will not receive a refund. Cancellations must be made in writing only to Laura Covey, [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org).

**Questions?** Contact Laura Covey, [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org) or 517-371-1100 x 204