

2018 Michigan Works! Impact Awards

SPONSORSHIP PROSPECTUS

WEDNESDAY, FEBRUARY 27
10:45AM | LANSING, MI | ANDERSON HOUSE OFFICE BUILDING



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.

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

VISIT OUR WEBSITE TO RESERVE YOUR SPONSORSHIP OPPORTUNITY TODAY!

[HTTP://WWW.CVENT.COM/D/1BQTDK/4W](http://www.cvent.com/d/1BQTDK/4W)

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BENEFITS	GOLD -\$2,000	SILVER -\$1,000	BRONZE -\$500
Organization Highlight Video for promotion via social media & website	X		
Banner on website*	6 months	3 months	
Opportunity to distribute flyer at event	X	X	
Program advertisement	FULL	HALF	QUARTER
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

* Six-month banner (Gold sponsor) will rotate through August 2019; Three-month banner (Silver sponsor) will rotate through May 2019

Questions? Contact Laura Covey, CoveyL@michiganworks.org or 517-371-1100 x 204

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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.

VISIT OUR WEBSITE TO RESERVE YOUR EVENT GUIDE ADVERTISEMENT TODAY!

[HTTP://WWW.CVENT.COM/D/1BQTDK/4W](http://www.cvent.com/d/1bqtdk/4w)

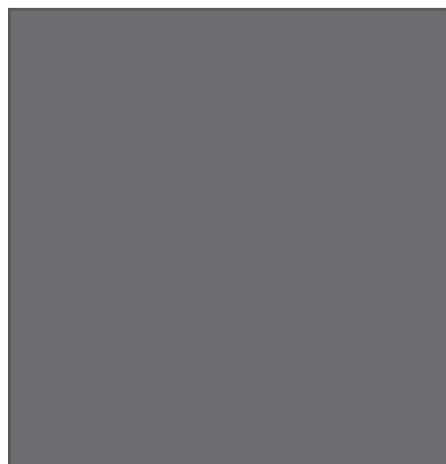
ADVERTISEMENTS

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

ART WORK SUBMISSION: Please email all materials / files no later than **JANUARY 25, 2019** to Laura Covey, 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 25, 2019** to Laura Covey, CoveyL@michiganworks.org

CANCELLATION POLICY: Sponsorship cancellations for are due by **JANUARY 30, 2019** - 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.

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
- Half Page (Horizontal Format Only): 8.5"W x 4.5"H
- Quarter Page (Vertical Format Only): 4.25"W x 4.5"H
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