

# 2017

Wednesday-Friday, September 13-15  
Senior Management Conference  
and Annual Membership Meeting  
at Crystal Mountain Resort  
Pre-conference Institute Tuesday evening, September 12



## Come Together: Partners in Excellence



# Showcase your products and services to decision makers of Michigan's private nonprofit child and family services organizations

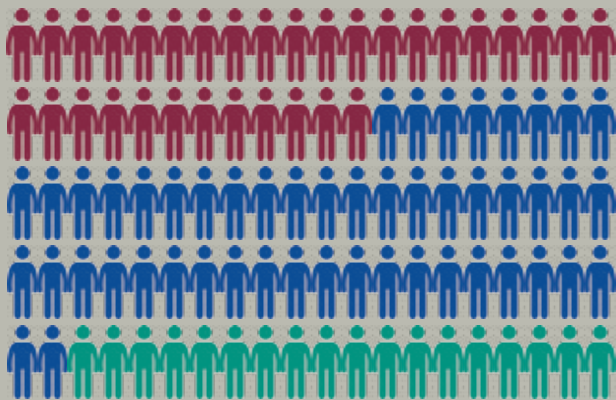
## Who is the audience?

Private agency decision makers!

Presidents/CEOs/executive directors

VPs/directors of program/finance/operations

Program supervisors/managers



Source: 2016 attendance

## Sponsors and exhibitors

had this to say about prior year events...

"We made great contacts and connections, and thoroughly enjoyed the conference. Looking forward to next year's conference!"

"What a fabulous conference you all put on! Good energy, good content, good networking. Honored to sponsor and help MichFed deliver."

"The conference seemed to be a great success. As usual, you made things run quite smoothly."

Visit [www.michfed.org/annual-conference](http://www.michfed.org/annual-conference) to find:  
Conference schedule • Conference registration • Hotel reservations  
Sponsorship and marketing opportunities

# 2017 SPONSORSHIP & MARKETING OPPORTUNITIES

## HOST Sponsorships offered below on first come, first serve basis each include the following:

- Recognition as conference HOST sponsor in printed materials and conference signage.
- Display of your company logo on projection screen prior to and between general sessions.
- Opportunity to talk about your business or organization for 3 minutes (with microphone) at the sponsored event.
- Extra benefit in some cases; see chart below.

Conference HOST Sponsorship Options		Price
	<b>Diamond Sponsor</b> —Exclusive sponsor of Thursday evening entertainment—Beatles Tribute Band; includes opportunity to introduce entertainment —Full-page ad in conf. program	\$2,500
	<b>Platinum Sponsor</b> —Exclusive sponsor of your choice of: <input type="checkbox"/> Wednesday Ride to the Top of the Mountain and Reception <input type="checkbox"/> Wednesday group premium BBQ dinner <input type="checkbox"/> Thursday evening plated dinner —Full-page ad in conf. program	\$2,000
	<b>Gold Sponsor</b> —Exclusive sponsor of your choice of:* <input type="checkbox"/> Opening keynote presentation <input type="checkbox"/> Closing session presentation <input type="checkbox"/> Wednesday group lunch <input type="checkbox"/> Thursday group lunch —Half-page ad in conf. program	\$1,500
	<b>Silver Sponsor</b> —Exclusive sponsor of your choice of:* <input type="checkbox"/> General session <input type="checkbox"/> Thursday afternoon to-go snack and beverage to enjoy during the networking/free time of the conference.	\$1,000
	<b>Bronze Sponsor</b> —Exclusive sponsor of your choice of:* <input type="checkbox"/> Refreshment break <b>2 SOLD • 3 AVAILABLE</b> <input type="checkbox"/> Mobile charging station	\$750

\*Consult with [jenny@michfed.org](mailto:jenny@michfed.org) to coordinate your choice.

## MARKETING includes recognition in printed materials:

Marketing Options		Price
<b>Exhibit Table</b> Up to 2 breakfasts (Thur./Fri.) and 2 lunches (Wed./Thur.) are included. NOTE: Conference organizers are not responsible for lost or stolen exhibit material. Secure any valuables at your display when the table is not attended.	**Corporate Sponsors receive \$100 off these prices.	\$500**
<b>Program Full-page Ad</b> Ad size: 10"h x 7.5"w		\$500**
<b>Program Half-page Ad</b> Ad size: 4.75"h x 7.5"w		\$300**
<b>Marketing Combo</b> includes Exhibit Table and Full-page Ad.		\$850**
<b>Tote Bag Inserts</b> Provide your own promotional piece to be inserted into conference attendees' tote bags. Items must be delivered to the Federation office no later than Sept. 1.		\$350 per item

## SWAG "Something We All Get" options include:

- Display of your company name and/or logo on the item, which is provided to each full conference registrant as a lasting reminder of your support.
- Recognition as the conference item sponsor in printed materials and event signage.

SWAG Sponsorship Options		Price
	<b>Bolt Messenger Bag</b> Sturdy PolyCanvas bag has main compartment for files/folders or books, flap with Velcro closure, panel under flap for storing business cards, pens, plus media pocket and ear bud port. Side mesh pocket is great for water bottle or small umbrella. Imprint area: 4"h x 5"w on front.	\$1,200
	<b>Premium Snap Portfolio</b> Rain-proof, spill-proof; 10 eye-catching color options, constructed of rigid poly, Features a metal snap closure. Imprint area: 5"h x 7"w on front or back (1-color)	\$1,000
	<b>20 oz. Himalayan Tumbler</b> Stainless steel interior and exterior. Double wall construction keeps beverages at their desired temperature (6 hours for hot or cold). Lid has rubber gasket to prevent leaks/spills. Thumb-slide-over drink spout. Imprint Area: 2"h x 2 1/2"w on side 1	\$1,550 <b>SOLD</b>
	<b>Trunk Organizer</b> Three large compartments for groceries, sports equipment, etc. Six mesh outer pockets help to organize smaller items. Velcro closure straps to fold and secure the organizer when not in use. Imprint Area: 5"h x 7"w on front	\$1,350 <b>SOLD</b>
	<b>RFID Case - Aluminum</b> This case prevents access to personal information by RFID readers. Lightweight aluminum outer with plastic inner liner. Holds up to 10 cards with snap lock closure. Imprint Area: 1 1/2"h x 2 1/2"w on top	\$850 <b>SOLD</b>
	<b>Aromatherapy Candle in Silver Push Tin 0.8 oz.</b> Soy wax candles infused with essential oils. Eco wick is designed for "self-trimming" and helps reduce soot and smoke. Imprint Area: 1 1/8"d label on top of cover	\$850
	<b>Flex USB Light</b> Twist and bend in any direction to light up your work for easy viewing. Connect to a PC, notebook or any other USB devices for instant light. Features extra bright white LED lights. Imprint area: 3/8"h x 1 1/4"w on top of light	\$800
	<b>Fidget Spinner</b> Put a spin on your marketing message! Hold center disk between thumb and finger and spin away boredom and stress. Encourages focus and self-soothing for users with anxiety, attention disorders, and other challenges. CPSIA Compliant. Imprint Area: 3/4" diameter on front	\$750

# SPONSORSHIP & MARKETING ORDER FORM

or visit [www.michfed.org/annual-conference](http://www.michfed.org/annual-conference)

These opportunities are offered on a first come, first serve basis. As promotional materials are prepared and updated, sponsor names will be added to those materials.

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**Come Together:  
Partners in Excellence**

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

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Office phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Personal emergency contact: Name: \_\_\_\_\_ Phone: \_\_\_\_\_

For Exhibit Sponsors, up to 2 breakfasts (Thurs./Fri.) and 2 lunches (Wed./Thurs.) are included in the Exhibit Space price. List below company representative(s) tending your EXHIBIT TABLE; check the extra group meals each representative will attend:

Name of exhibit space representative(s):	Email address	Wed. dinner	Thurs. dinner
1. _____	_____	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60
2. _____	_____	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60

SPONSORSHIP - Email <a href="mailto:jenny@michfed.org">jenny@michfed.org</a> to check availability!		Price	Check all that apply
HOST SPONSORSHIPS	DIAMOND Sponsor	\$2,500	<input type="checkbox"/>
	PLATINUM Sponsor	\$2,000	<input type="checkbox"/>
	GOLD Sponsor	\$1,500	<input type="checkbox"/>
	SILVER Sponsor	\$1,000	<input type="checkbox"/>
	BRONZE Sponsor	\$750 <b>2 SOLD • 3 AVAILABLE</b>	<input type="checkbox"/>
MARKETING OPTIONS	Exhibit Table <i>NOTE: Conference organizers are not responsible for lost or stolen exhibit material. Please secure any valuables at your display when the table is not attended.</i>	\$500**	<input type="checkbox"/>
	Conference Program Full-page Ad	\$500**	<input type="checkbox"/>
	Conference Program Half-page Ad	\$300**	<input type="checkbox"/>
	Marketing Combo (Exhibit Table/Conference Program Full-page Ad)	\$850**	<input type="checkbox"/>
	Tote Bag Inserts (price is "per" type of item)	\$350	<input type="checkbox"/>
SWAG OPTIONS	Bolt Messenger Bag	\$1,200	<input type="checkbox"/>
	Premium Snap Portfolio	\$1,000	<input type="checkbox"/>
	20 oz. Himalayan Tumbler <b>SOLD</b>	\$1,550	<b>SOLD</b>
	Trunk Organizer <b>SOLD</b>	\$1,350	<b>SOLD</b>
	RFID Case – Aluminum <b>SOLD</b>	\$850	<b>SOLD</b>
	Aromatherapy Candle in Silver Push Tin 0.8 oz.	\$850	<input type="checkbox"/>
	Flexi USB Light	\$800	<input type="checkbox"/>
	Fidget Spinner	\$750	<input type="checkbox"/>

ALL SPONSORSHIPS require company logo; digital artwork must be provided by August 1, 2017, so items can be imprinted and signage prepared for printing. E-mail jpg, eps or pdf files to [rose@michfed.org](mailto:rose@michfed.org)

Total amount due (meals, marketing and sponsorships): \$

Check here if you're interested in a 9-hole golf outing on Thurs., Sept. 14, about 3:30 PM; approx. cost \$25 payable on site.

**PAYMENT OF TOTAL AMOUNT DUE BY AUGUST 15, 2017.**

- Check ENCLOSED     Check WILL BE MAILED
- Send to: Michigan Federation for Children & Families, 320 N. Washington Square, #100, Lansing MI 48933
- Payment made by CREDIT CARD includes 4% service charge at this link: <https://www.surveymonkey.com/s/MichfedPayment>

**FAX ORDER FORM TO: (517) 485-6680 no later than August 1, 2017.**

Questions? Call (517) 485-8552.