

# Sponsorship Opportunities

## 2017 MichiganBTA SPONSORSHIP OPPORTUNITIES

Reaching a highly targeted audience of business travel professionals in Michigan is as easy as taking a few moments to review the 2017 MichiganBTA sponsorship opportunities.

The Michigan Business Travel Association supports peer networking, education and advocacy for corporate travel buyers and suppliers. This is achieved by hosting meetings, education days and providing sponsorship opportunities to individual members pursuing continuing education and certification programs.

Please take a few moments to review our sponsorship packages for 2017.

### Diamond Sponsor - \$5,000

- Recognition of sponsorship by MichiganBTA President at podium during each meeting

#### Choice of the following:

- 3(three) MichiganBTA Memberships for 1 calendar year (value \$900.00)
  - 3 (three) MichiganBTA guest vouchers for 1 calendar year (value \$255.00)
- OR**
- 1 (one) Michigan BTA Membership for 1 calendar year (value \$300.00)
  - \$1000.00 sponsorship credit which allows you to choose additional sponsorship opportunities such as: Golf Sponsorship, \$150.00 or \$250.00, Co-Cocktail Sponsorship \$500.00
  - 1 (one) Michigan BTA Guest Voucher for 1 calendar year (value \$85.00)

#### Also included in Diamond Sponsorship

- 10 min presentation time at 1 (one) meeting with opportunity to show video
- Logo on table tents displayed at 1 (one) meeting
- Logo displayed on agenda at all meetings
- Logo displayed on banner at all meetings
- Logo recognition on MichiganBTA website at sponsor level
- Sponsorship will be displayed on name tag
- Highlighted in 1 (one) MichiganBTA quarterly newsletter

### Platinum- \$2,500

- 2 (two) MichiganBTA Memberships for 1 (one) calendar year (value \$600.00)
- 5 min presentation time at 1 (one) meeting
- Logo displayed on agenda at all meetings
- Logo displayed on banner at all meetings
- Logo recognition on MichiganBTA website at sponsor level
- Sponsorship will be displayed on name tag
- Recognition in MichiganBTA quarterly newsletter

### Gold - \$1,500

- 1 (one) MichiganBTA Membership for 1 (one) calendar year (value \$300.00)
- Logo displayed on agenda at all meetings
- Logo displayed on banner at all meetings
- Logo recognition on MichiganBTA website at sponsor level
- Sponsorship will be displayed on name tag
- Recognition in MichiganBTA quarterly newsletter

### Silver- \$1,000

- 1(one) Meeting Planner Package (value \$125.00)
- Logo displayed on agenda at all meetings
- Logo displayed on banner at all meetings
- Logo recognition on MichiganBTA website at sponsor level
- Sponsorship will be displayed on name tag
- Recognition in MichiganBTA quarterly newsletter

### Bronze- \$500

- 1 (one) MichiganBTA guest voucher for 1 (one) calendar year (value \$85.00)
- Logo displayed on agenda at all meetings
- Logo displayed on banner at all meetings
- Logo recognition on MichiganBTA website at sponsor level
- Sponsorship will be displayed on name tag
- Recognition in MichiganBTA quarterly newsletter
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### Copper- \$250

- Logo displayed on agenda at all meetings
- Logo displayed on banner at all meetings
- Logo recognition on MichiganBTA website at sponsor level
- Sponsorship will be displayed on name tag
- Recognition in MichiganBTA quarterly newsletter

#### Annual Golf Outing – Hole Sponsorship

Signature Hole	\$250.00
Regular Hole	\$150.00
Cocktail Sponsorship:	\$1000.00*
Includes a presentation with logo and name displayed	

#### Annual Holiday Meeting:

Cocktail Sponsorship	\$1000.00*
Includes a presentation with logo and name displayed	

#### Education Day:

Hosted by MichiganBTA every other year (odd years)	
Morning General Session: Logo on signage	\$250.00
Afternoon General Session: Logo on signage	\$250.00
Cocktail Sponsorship:	\$1000.00*
Includes a presentation with logo and name displayed	

\*Co-sponsorship Available \$500.00