



Sponsorship Opportunities

2018 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 2018 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 2018 (Deadline February 1, 2018 for payment and logos to appear on banners).

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 includes a table and signage at a golf hole
Regular Hole	\$150.00 include signage at a golf hole
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:

Education Day hosted by OVBTA in 2018 – Contact OVBTA directly for sponsorship opportunities for this event.

*Co-sponsorship Available \$500.00

Email company logos in EPS, AI and JPEG formats to Shirley Randall at sarandall@aol.com for banner and print publications.