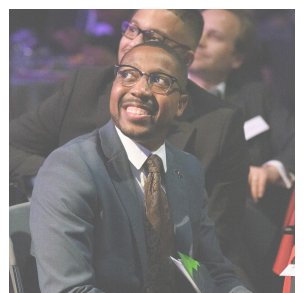
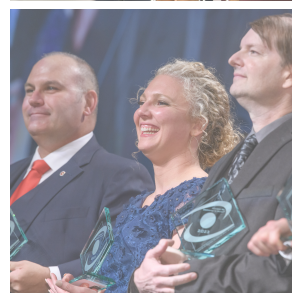
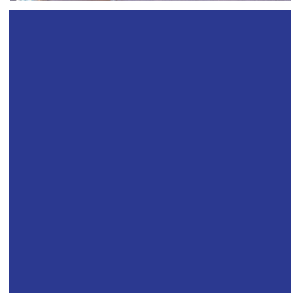
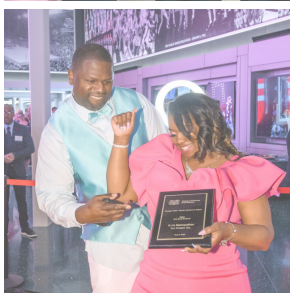
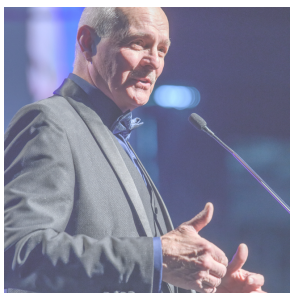


MICHIGAN CELEBRATES
TWENTY
20 24
SMALL BUSINESS
YEARS



JOIN US FOR OUR 20TH ANNUAL AWARDS GALA

2024 Sponsorship Information

MichiganCelebrates.org



THE 20TH ANNIVERSARY EVENT IN 2024 IS COMING SOON! SAVE THE DATE FOR A CELEBRATION YOU WON'T WANT TO MISS.

The Michigan Celebrates Small Business program includes several different event segments. Attendance at our events includes small businesses from across the state, community leaders, media, and policymakers. The Michigan Governor and other VIPs have attended previous events.

- Awards Gala | May 21, 2024. The gala evening includes the Michigan Reception, awards dinner, presentations of awards, and a post-dinner reception.
- VIP Reception | May 20, 2024. The evening before the gala is a time for the awardees and their guests to network with sponsors and supporters from across the state.

Award Categories

Michigan Celebrates Small Business recognizes small businesses in various industries and fields whose growth supports Michigan's economy. Several different award categories exist to honor the many different kinds of small businesses across the state. Over 90 small businesses will receive recognition at the gala. A small business will receive one of the following awards:

- Michigan 50 Companies to Watch
- Michigan 50 Distinguished Alumni Awards
 - Great Place to Work
 - Strategically Focused
- Veteran Owned Business
- Minority Owned Business
- Best Small Businesses

Michigan Celebrates Small Business has a wide and deep relationship with the small business community throughout Michigan. Listed here are the primary groups that receive communications, follow media, and attend the events of the MCSB program.



High-growth Companies

The primary audience of MCSB is high-growth, privately-held small businesses that demonstrate potential for sustained competitive advantage. These companies range in **revenue from \$750,000 to \$50M** and have between 6 and 99 employees. More than **450 high-growth companies are nominated annually** from Michigan's diverse industries and geographic regions. An alumni network of over 1,000 previous awardees also engages with the program.

Up-and-Coming Businesses

These small businesses are in the early stages of growth and aspire to become eligible for the MCSB program in the future. The MCSB program seeks to cultivate early-stage small businesses as they continue on their growth path to become eligible for the awards offered.

Small Business and Entrepreneurial Service Organizations

MCSB recognizes and is supported by organizations that service the success of Michigan small businesses. These include government associations, economic development organizations, chambers of commerce, professional associations, institutions of learning, and non-profit organizations that provide unique support services to the diverse landscape of Michigan small business.



MICHIGAN CELEBRATES SMALL BUSINESS UTILIZES A VARIETY OF MARKETING CHANNELS. THROUGH COLLABORATION WITH PARTNERS, MCSB IS THE STATEWIDE LEADER IN REACHING THE MICHIGAN SMALL BUSINESS COMMUNITY.

Email Marketing

Email Marketing is our core method of communication with the MCSB audience. This strategy spans the course of the year and includes campaigns promoting award nominations, save the date, ticket sales, awardee recognition, and an event recap. Our email marketing is targeted to the following audiences on average twice per month:

- Nominees, awardees, supporters and other key stakeholders: 7,283
- Michigan 50 Companies to Watch alumni (second-stage growth businesses): 950

Social Media

MCSB has an engaged Facebook audience of 2,500 and over 700 followers on X, with an average annual growth of 10% respectively. Social media provides unique opportunities to connect sponsors with awardees, such as sharing congratulatory live-feed videos. Sponsors are provided with media kits containing images and content that they can use to promote their role with the Awards Gala.

Michigan Celebrates Magazine

Each year Michigan Celebrates publishes an event magazine featuring the year's awardees. To commemorate the 20th-anniversary event, the 2024 magazine will be published in print and provided in a digital format. Supporters, awardees, and others widely share this publication.

Radio

MCSB has a media partnership with Michigan Business Network, a business focused radio program. Michigan Business Network provides MCSB with promotions, live interviews with awardees and sponsors, blogged podcast interviews and live event coverage. The broadcast had 40,000 unique listeners in 2022 and was promoted to a distribution list of over 500,000.

MCSB Website

The website contains program information and is a starting point for the award nomination process. The site receives around 33,000 visitors annually.

Press-Media

Michigan Celebrates Small Business leverages relationships with statewide media to share opportunities to engage with the awards program, recognize our awardees, and celebrate their impact on the local and global economy. Sponsors are frequently included in the coverage.

2023

MICHIGAN CELEBRATES SMALL BUSINESS ENGAGEMENT SUMMARY



IN PERSON

800+ Gala Attendees



ONLINE

1,000+ Live Stream Attendees



MEDIA APPEARANCES

50+ News Stories Across Michigan



WEB TRAFFIC

Over 32K Annual Website Visits



RADIO LISTENERS

42,000+ Unique Listeners
Over 500k Distribution



EMAIL AUDIENCE

7200+ Subscriber List



SOCIAL MEDIA

2,500+ Facebook Followers
200+ Instagram Followers
700+ Twitter Followers
650+ LinkedIn Followers

“I'd just like to say how thankful I and our company are for this award and for the opportunity to meet and be with other people who are driven to build their businesses and improve their communities. Running a business, regardless of size, is not without its challenges. Being a part of a larger group of like-minded people is a true blessing. We are honored and grateful.”

**- 2023 Michigan 50 Companies
to Watch Awardee**



ALL \$5,000+ SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo on all MCSB print and e-marketing material
- Logo and link highlighted on the homepage of the Michigan Celebrates website
- Logo prominently displayed at the Awards Gala
- Logo on eMarketing communications sent before the event
- Recognized in the 20th Anniversary MCSB print and electronic magazine edition

www.MichiganCelebrates.org/Sponsor

Title Sponsorship | \$50,000+ (exclusive)

- Promoted as the exclusive title sponsor of MCSB on all print and electronic event materials as follows, "Organization Name is proud to be the Title Sponsor of the 20th Anniversary Michigan Celebrates Small Business Awards Gala"
- Sponsor to provide a two-minute pre-recorded video to be shown during the award ceremony and the VIP Reception and for MCSB to leverage/post on a variety of digital platforms
- Speaking opportunity during the VIP Reception
- Referenced by name to the statewide MCSB distribution list and opportunity to provide one message to list
- Recognition by the emcee during the gala
- Provide the lead article for the MCSB magazine (3000-4000 words)
- Full-color ad placed on the outside back cover of the printed and electronic MCSB magazine
- Sixteen (16) tickets to the Awards Gala
- Sixteen (16) tickets to the VIP Reception
- All \$5,000+ benefits listed above
- Opportunity to discuss tailored benefits based on sponsor interest

Platinum Sponsorship | \$25,000-\$49,999 (cash or in-kind)

- Promoted as a naming sponsor of the VIP Reception on all print and electronic event materials
- Sponsor to provide a one-minute pre-recorded video to be shown during the VIP Reception and for MCSB to leverage/post on a variety of digital platforms
- Speaking opportunity during the VIP Reception
- Referenced by name to the statewide MCSB distribution list and opportunity to provide one message to list
- Recognition by the emcee during the gala
- Provide an article for the MCSB magazine (2000-3000 words)
- Full-color ad placed on the inside cover of the printed and electronic MCSB magazine
- Ten (10) tickets to the Awards Gala
- Ten (10) tickets to the VIP Reception
- All \$5,000+ benefits listed above
- Opportunity to discuss tailored benefits based on sponsor interest

Gold "Exclusive" Sponsorship | \$10,000 to \$24,999 (depending on exclusive opportunity)

- Promoted as the activity sponsor for one of the following activities (first committed first choice)
 - Bar Sponsor
 - Hors d'oeuvres sponsor
 - Photo Booth Sponsor
 - After Glow Reception Sponsor
 - AV & IT Sponsor
 - Stage Sponsor
 - Emcee Sponsor
- Sponsor to provide a pre-record a 30-second video for MCSB to leverage/post on a variety of digital platforms
- Referenced by name to the statewide MCSB distribution list and opportunity to provide one message to list
- Recognition by the emcee during the gala
- Provide an article for the MCSB magazine (1500-2000 words)
- Full-page ad in the magazine
- Twelve (12) tickets to Awards Gala
- Six (6) tickets to the VIP Reception
- All \$5,000+ benefits listed above

Silver Level Sponsorship | \$9,999 - \$5,000

- Referenced by name to the statewide MCSB distribution list and opportunity to provide one message to list
- Sponsor to provide a pre-record a 15-second video for MCSB to leverage/post on a variety of digital platforms
- Four (4) tickets to the VIP Reception
- Eight (8) tickets to Awards Gala
- Half-page color ad in the magazine
- All \$5,000+ benefits listed above



Small Business Hero | \$4,999 - \$2,500

- Four (4) tickets to the Awards Gala
- Two (2) tickets to the VIP Reception
- Quarter-page color ad in the Michigan Celebrates Small Business magazine
- Name included on all MCSB print and e-marketing material
- Name included on the homepage of the Michigan Celebrates website
- Name displayed at the Awards Gala
- Name included in eMarketing communications sent before the event
- Name included in the 20th Anniversary MCSB print and electronic magazine edition

Small Business Advocate | 2,499 - \$1,000

- Two (2) tickets to the Awards Gala
- One (1) ticket to the VIP Reception
- Name included on the homepage of the Michigan Celebrates website
- Name displayed at the Awards Gala
- Name included in eMarketing communications sent before the event
- Name included in the 20th Anniversary MCSB print and electronic magazine edition

Sponsor Levels	Title Sponsor \$50,000+	Platinum Sponsor \$25,000 - \$49,999	Gold Sponsor \$10,000 - \$24,999	Silver Sponsor \$9,999 - \$5,000	Small Business Hero \$4,999 - \$2,500	Small Business Advocate \$2,499 - \$1,000
Title Sponsor	X					
Pre-Recorded Video	2-minute at Awards Gala and digital platforms	1-minute at VIP Reception and digital platforms	30-second at VIP Reception at digital platforms	15-second posted on digital platforms		
Speaking Opportunity	at VIP Reception	at VIP Reception				
Referenced by name to statewide MCSB distribution list	X	X	X			
Provide one message to MCSB Distribution List	X	X	X			
Recognized by emcee during Awards Gala	X	X	X			
Activity Sponsor (first committed first choice)			X			
Provide article in MCSB Magazine	Lead Article (3000-4000 words)	Article (2000-3000 words)	Article (1500-2000 words)			
Ad in MCSB Magazine	Full Page Color Outside Back Cover	Full Page Color Inside Cover	Full Page Color	Half-Page Color	Quarter-Page Color	
Tickets to VIP Reception	16	10	6	4	2	1
Tickets to Awards Gala	16	10	12	8	4	2
Logo or Name on all MCSB print and e-marketing material	Logo	Logo	Logo	Logo	Name	Name
Logo/Link or Name highlighted on the MCSB homepage website	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Name	Name
Logo/Name displayed at Awards Gala	Logo	Logo	Logo	Logo	Name	Name
Logo/Name on e-marketing communications sent before the event	Logo	Logo	Logo	Logo	Name	Name
Recognized in the MCSB print and electronic magazine	Logo	Logo	Logo	Logo	Name	Name
Opportunity to discuss tailored benefits based upon sponsor interest	X	X	X	X	X	X