

**MICHIGAN CELEBRATES
SMALL BUSINESS SUMMIT
& AWARDS GALA**

2025 Sponsorship Information

MichiganCelebrates.org

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WHAT IS MICHIGAN CELEBRATES SMALL BUSINESS?

The Michigan Celebrates Small Business Program

The MCSB program includes several different event segments over two days. Attendance at our events includes small businesses from across the state, community leaders, media and policymakers. The Governor of Michigan and other VIPs have attended previous events.

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 kinds of small businesses across the state. Over 90 small businesses will receive recognition at the gala. Small businesses will receive the following awards:

- Michigan 50 Companies to Watch
- Michigan 50 Companies to Watch Alumni Awards
 - Great Place to Work
 - Strategically Focused
- Veteran-Owned Small Business Awards
- Minority-Owned Small Business Awards
- Women-Owned Small Business Awards
- Disability-Owned Small Business Awards (NEW for 2025)
- Micro Business Awards (NEW for 2025)

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.

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2025 MICHIGAN CELEBRATES SMALL BUSINESS: **APRIL 21 & 22, 2025!** **GREATER LANSING AREA**

Save these dates for a two-day celebration you won't want to miss.

DAY 1

The Small Business Summit & Legislator Luncheon will offer educational and networking opportunities for small business owners, stakeholders, and sponsors, as well as a robust Expo Hall. The half-day summit begins with a Legislator Luncheon, where legislators listen to small business owners discuss their challenges. This event aims to inform legislators about policies affecting small business operations and offers a social setting for meaningful connections.

VIP Reception, an exclusive networking reception, allows awardees to connect with peers before the awards gala. It offers a brief program outlining the MCSB initiatives and facilitates network building across all sectors of award winners.

DAY 2

Capitol Day provides awardees with a better understanding of government operations and their impact on small businesses. The 4-hour session includes meetings with leadership in the Michigan House of Representatives and Senate, as well as critical staff members and directors in state departments.

Awards Gala The two-day celebration concludes with the MCSB Awards Gala, a premiere small business awards program. The gala celebrates the accomplishments of award winners with a black-tie event in Lansing, featuring a "Taste of Michigan" with food and beverages, an awards program with music, professional emceeing, 5-star production, and an afterglow for continued networking and celebration.

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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 an average of twice per month:

- Nominees, awardees, supporters and other key stakeholders: 8,000+
- Michigan 50 Companies to Watch alumni (second-stage growth businesses): 1,000

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 MCSB on social media platforms like LinkedIn, Facebook, X and Instagram.

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 40,000 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.

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2024

MICHIGAN CELEBRATES SMALL BUSINESS

ENGAGEMENT SUMMARY



IN PERSON

800+ Gala Attendees



ONLINE

1,000+ Live Stream Attendees



MEDIA APPEARANCES

50+ News Stores Across Michigan



WEB TRAFFIC

Over 40k Annual Website Visits



RADIO LISTENERS

42,000+ Unique Listeners
Over 500k Distribution



EMAIL AUDIENCE

8,000+ Subscriber List



SOCIAL MEDIA

3,000+ Facebook Followers
250+ Instagram Followers
700+ X Followers
850+ 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

MCSB VIP Reception 2025

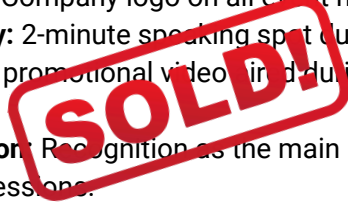
The VIP Reception is an exclusive networking opportunity for MCSB awardees, fostering peer-to-peer connections in an intimate setting the day before the awards gala. Programming is brief and focuses on MCSB initiatives, with networking opportunities across various sectors.

SPONSORSHIP PACKAGES

TITLE SPONSOR - \$8,000

Exclusive Benefits:

- **Prominent Branding:** Company logo on all event materials and digital communications.
- **Speaking Opportunity:** 2-minute speaking spot during the brief program.
- **Video Spot:** 1-minute promotional video aired during the reception and shared on MCSB's digital platforms.
- **Networking Facilitation:** Recognition as the main host of the reception, with a key role in guiding networking sessions.
- **VIP Tickets:** 4 tickets to the VIP Reception, Awards Gala, and Small Business Summit.



PLATINUM SPONSOR - \$5,000

Exclusive Benefits:

- **Brand Visibility:** Logo included on all event materials and communications.
- **Networking Facilitation:** Mention during the program as a supporter of small businesses.
- **VIP Tickets:** 2 tickets to the Small Business Summit, VIP Reception, and Awards Gala.
- **Social Media Exposure:** Recognition across MCSB's social media channels post-event.

SUPPORTING SPONSOR - \$1,500

Exclusive Benefits:

- **Branding:** Company name on digital and print materials for the VIP Reception.
- **VIP Tickets:** 1 ticket to the VIP Reception and Awards Gala.
- **Recognition:** Acknowledgment during the event program as a key contributor.

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Small Business Sponsorship Packages for MCSB Small Business Summit and Legislator Luncheon 2025

The Small Business Summit will unite Michigan's small business community, MCSB awardees, and key stakeholders. Attendees will gain educational insights, network, and connect with service providers through an Exhibitor Hall. The **Legislator Luncheon** provides a unique "flip the script" format where legislators listen to small business owners on their key challenges, offering an invaluable advocacy platform.

SPONSORSHIP PACKAGES

SMALL BUSINESS SHOWCASE SPONSOR: \$3,999

Stand Out and Shine:

- **Prime Exhibit Space:** Enjoy a larger, premium booth location in the Exhibitor Hall to spotlight your products and services.
- **Speaker/Panel Introduction:** Host a session by introducing a speaker or panel, aligning your brand with thought leadership. (Capacity limited)
- **Enhanced Brand Visibility:** Your logo prominently displayed on event materials, the website, and all digital promotions.
- **Exclusive Access:** Includes 3 tickets for Day 1 and 2 tickets for Day 2.
- **Premium Networking:** Engage with policymakers, stakeholders, and small business leaders during curated networking events.
- **Public Recognition:** Receive consistent mentions during the event and on signage, spotlighting your sponsorship.

REGISTRATION SPONSOR: \$3,299

Welcome Guests with Your Brand:

- **Branded First Impressions:** Feature your logo on all registration materials, both digital and print.
- **High Visibility Signage:** Prominent placement of your logo at the registration desk and throughout event signage.
- **Engage Attendees:** Includes a standard exhibit booth in the Exhibitor Hall.
- **Access:** 2 tickets for Day 1.
- **Recognition Throughout:** Be acknowledged during the event and in promotional materials.

LOUNGE SPONSOR: \$3,000 (EVENT ORGANIZER PROVIDES LOUNGE SETUP)

Lounge space with seating and décor arranged by the event organizer.

Branding Deliverables:

- Exclusive lounge naming rights (e.g., "[Sponsor Name] Lounge").
- Sponsor logo on banners, signage, and digital screens in and around the lounge.
- Sponsor logo and description in the event program/app.
- Dedicated social media posts showcasing the lounge.
- Sponsor acknowledgment on the event website with a link to their website.
- Opportunity to distribute branded materials or giveaways in the lounge.
- Post-event recognition (email, social media wrap-up).

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Small Business Sponsorship Packages for MCSB Small Business Summit and Legislator Luncheon 2025

SPONSORSHIP PACKAGES

Continued from previous page

SIGN SPONSOR: \$2,499 (ONE AVAILABLE)

Visibility at Every Turn

- Event-Wide Branding: Your logo featured on all event signage for maximum exposure.
- Engage Attendees: Includes a standard exhibit booth in the Exhibitor Hall.
- Access: 2 tickets for Day 1.

LOUNGE SPONSOR: \$2,000 (SPONSOR FURNISHES LOUNGE SETUP)

Sponsor is responsible for providing all furniture and branded décor for the lounge (e.g., chairs, tables, signage, table tents).

Branding Deliverables: Same as the \$3,000 package.

LANYARD SPONSOR: \$1,200

Wear Your Brand with Pride:

- Exclusive Branding: Your logo displayed on lanyards worn by all attendees.
- Engage Attendees: Includes a standard exhibit booth in the Exhibitor Hall.
- Access: 2 tickets for both Day 1 and Day 2.

BREAKOUT SPONSOR: \$1,499 (LIMIT 12)

Lead the Conversation:

- Workshop Leadership: Host and introduce a speaker or facilitate a workshop session.
- Engage Attendees: Includes a standard exhibit booth in the Exhibitor Hall.
- Tailored Branding: Your name showcased on workshop signage, event materials, and the website.
- Access: 2 tickets for Day 1.
- Acknowledgment: Be recognized during the session and in event promotions.

EXHIBITOR BOOTH SPONSOR: \$799

Showcase Your Business:

- Standard Booth: connect with attendees and promote your products or services.
- Branded Presence: Your name listed in the event program and digital materials.
- Access: Includes 2 tickets to the Summit.

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MCSB Capitol Day 2025

Capitol Day offers MCSB awardees the chance to understand the intersection of government and small business. This 4-hour session includes meetings with leadership from the Michigan House of Representatives and Senate, as well as interactions with key state department officials. Awardees learn firsthand the importance of advocacy and how government decisions impact their businesses.

SPONSORSHIP PACKAGES

TITLE SPONSOR: \$8,000 (1 AVAILABLE)

Exclusive Benefits:

- **Prominent Branding:** Company logo on all event materials, digital communications, and event signage.
- **Speaking Opportunity:** 3 to 5-minute address during the event to welcome participants.
- **Advocacy Guide Co-Branding:** Logo featured on advocacy material distributed during Capitol Day.
- **Digital Promotion:** Pre-event and post-event social media recognition by MCSB and SBAM.
- **Networking Opportunity:** Access to key sessions and exclusive opportunities to meet with awardees.
- **Recognition:** Acknowledged as the primary sponsor throughout all event activities.
- **VIP Tickets:** 4 tickets to the Small Business Summit and 2 tickets to the Awards Gala.

LEGISLATIVE SPONSOR: \$4,000 (2 AVAILABLE)

Exclusive Benefits:

- **Brand Visibility:** Logo included on event signage and materials.
- **Program Involvement:** Invitation to participate in group discussions with awardees and state officials.
- **Networking Opportunity:** Access to key sessions and exclusive opportunities to meet with awardees.
- **Digital Promotion:** Social media mentions pre- and post-event.
- **Recognition:** Acknowledgment during the program.
- **VIP Tickets:** 2 tickets to the Small Business Summit and 1 ticket to the Awards Gala.

ADVOCACY PARTNER: \$2,000 (2 AVAILABLE)

Exclusive Benefits:

- **Branding:** Company name listed on all digital and printed Capitol Day materials.
- **VIP Tickets:** 1 representative can attend Capitol Day and participate in networking opportunities.
- **Networking Opportunity:** Access to key sessions and exclusive opportunities to meet with awardees.
- **Recognition:** Acknowledgment during the program as sponsor.
- **Digital Mention:** Post-event social media recognition for sponsorship.

SUPPORTING SPONSOR: \$1,500 (4 AVAILABLE)

Exclusive Benefits:

- **Branding:** Company name listed in the event program and signage.
- **Recognition:** Acknowledgment as a supporting sponsor during the event.
- **Digital Mention:** Post-event social media recognition for sponsorship.

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MCSB Awards Gala

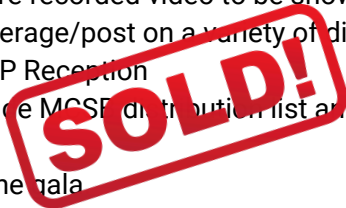
ALL \$5,000+ SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo on all MCSB print and eMarketing material
- Logo and link highlighted on the homepage of the MCSB website
- Logo prominently displayed at the awards Gala
- Logo on eMarketing communications sent before the event

SPONSORSHIP PACKAGES

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 21st Annual 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
- 16 tickets to the Awards Gala.
- 16 tickets to the VIP Reception.
- 16 tickets to the Small Business Summit.
- 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)

- Present an award category during the gala (subject to availability):
 - Michigan 50 Companies to Watch Alumni Awards
 - Great Place to Work
 - Strategically Focused
 - Veteran-Owned Small Business Awards
 - Minority-Owned Small Business Awards
 - **SOLD!** Women-Owned Small Business Awards
 - Disability-Owned Small Business Awards
 - Micro Business Awards
- Promoted as a naming sponsor of 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.
- 10 tickets to the Awards Gala.
- 10 tickets to the VIP Reception.
- 10 tickets to the Small Business Summit.
- All \$5,000+ benefits listed above.
- Opportunity to discuss tailored benefits based on sponsor interest.

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MCSB Awards Gala

ADDITIONAL SPONSORSHIP PACKAGES

GOLD EXCLUSIVE SPONSORSHIP: \$10,000 - \$24,999

(Depending on exclusive opportunity)

- Promoted as the activity sponsor for one of the following activities (first committed, first choice)
 - Bar sponsor
 - AV & IT sponsor
 - Hors d'oeuvres sponsor
 - Stage sponsor
 - Photo booth sponsor
 - Emcee sponsor
 - Afterglow reception sponsor
- Sponsor to provide a pre-recorded 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.
- 12 tickets to the Awards Gala.
- 6 tickets to the VIP Reception and Small Business Summit.
- All \$5,000+ benefits listed above.

SILVER LEVEL SPONSORSHIP: \$5,000 - \$9,999

(Depending on exclusive opportunity)

- Sponsor to provide a pre-recorded 15-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.
- 8 tickets to the Awards Gala.
- 4 tickets to the VIP Reception and Small Business Summit.
- All \$5,000+ benefits listed above.

SMALL BUSINESS HERO: \$2,500 - \$4,999

- 4 tickets to the Awards Gala.
- 2 tickets to the VIP Reception and Small Business Summit.
- Name included on all MCSB print and eMarketing 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.

SMALL BUSINESS ADVOCATE: \$1,000 - \$2,499

- 2 tickets to the Awards Gala.
- 1 ticket to the VIP Reception and Small Business Summit.
- 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.

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