



MICHIGAN CELEBRATES
SMALL BUSINESS

APRIL 21 & 22, 2026 | LANSING



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
- Micro Business Awards

Michigan Celebrates Small Business has a wide and deep relationship with the small business community throughout Michigan. Highlighted below 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.





2026 MICHIGAN CELEBRATES SMALL BUSINESS: **APRIL 21 & 22, 2026** **GREATER LANSING AREA**

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

DAY 1

The Small Business Summit & Luncheon will offer education and networking opportunities for small business owners, stakeholders, and sponsors. The half-day summit begins with a luncheon and keynote speaker followed by breakout sessions where small business owners are equipped with tools and thought leadership that allows them to take their business to new heights.

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 and attendees with a better understanding of government operations and their impact on small businesses. The 4-hour session includes meetings with leadership in the legislature, critical staff members, and state departments. The true draw is a visit to the Michigan House of Representatives floor.

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 at the Breslin Center in East Lansing. This event begins with a reception on the concourse with food and beverage before heading down to the floor for the awards program that includes music, professional emceeing, 5-star production, and an afterglow in the Hall of History for continued networking and celebration.

Contact Winston Larson at winston.larson@sbam.org or 517-492-1236





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 3,100 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.

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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2025

MICHIGAN CELEBRATES SMALL BUSINESS ENGAGEMENT SUMMARY



IN PERSON

800+ Gala Attendees



MEDIA APPEARANCES

Over 60 earned media placements



WEB TRAFFIC

Over 75k Annual Website Visits



EMAIL AUDIENCE

8,000+ Subscriber List



SOCIAL MEDIA

3,100+ Facebook Followers

350+ Instagram Followers

700+ X Followers

1,100+ 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

Luncheon/Summit Sponsorship

Title Sponsor – \$20,000

- MCSB Summit brought to you by “XYZ”
- Meet & Greet with Keynote
- Prominent branding on all Luncheon/Summit materials and digital channels, including the MCSB website
- Digital Promotion: Pre-event and post-event social media mention by MCSB
- Bespoke sponsor recognition on MCSB social channels (LinkedIn and Facebook)
- 3-minute speaking opportunity
- Statewide Power Networking: Two days of face time with founders, owners, and ecosystem partners
- Tickets: 8 All Access Passes to MCSB Events (Luncheon/Summit, VIP Reception, Capitol Day, and Gala)
- Priority Options (not included): First access to purchase additional seats; priority to reserve VIP suite guest passes if implemented

Platinum Sponsor – \$10,000

- Logo on event signage, digital communications, and materials
- Included in pre-event and post-event mentions on social media
- Bespoke social media post recognizing sponsorship on MCSB social media
- Statewide Power Networking: Two days of face time with founders, owners, and ecosystem partners
- Host Session Room: Introduce all sessions taking place in “your” room
- Priority Options (not included): First access to purchase additional seats; priority to reserve VIP suite guest passes if implemented
- Tickets: 6 individual seats at the Summit/Luncheon, 2 Tickets VIP Reception, 2 Tickets Capitol Day, and 6 Tickets to the Gala



Luncheon/Summit Sponsorship

Gold – \$7,500

- Branding: Logo on event signage, website, and digital communications with Gold-tier size/placement; linked logo on the MCSB sponsor page.
- Social: Pre- and post-event mentions plus 1 bespoke sponsor spotlight post during the official countdown series.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- Speaking (Top 2 Tier Benefit): Introduce one (1) breakout session within an assigned Summit/Luncheon track. (Platinum retains full “Host Session Room” rights.)
- Statewide Power Networking: Two days of face time with founders, owners, and ecosystem partners.
- Tickets: 4 Tickets to Summit/Luncheon, 1 Ticket to VIP Reception, 1 Ticket to Capitol Day, 4 Tickets to Gala
- On-Site Recognition: Name/logo on rotating screens and verbal recognition during programming.
- Priority Options (not included): First access to purchase additional seats; priority to reserve VIP suite guest passes if implemented.

Silver Sponsor – \$5,000

- Branding: Logo on event signage, website, and digital communications with Silver-tier placement; linked logo on the MCSB sponsor page.
- Social: Pre- and post-event mentions plus 1 dedicated (template-based) countdown spotlight.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- Statewide Power Networking: Two days of face time with founders, owners, and ecosystem partners.
- On-Site Recognition: Logo on rotating screens and verbal thank-you during programming.
- Tickets: 3 Tickets for Summit/Luncheon, and 3 Tickets for Gala.
- Notes: No speaking; not eligible to host a session room.



Luncheon/Summit Sponsorship

Bronze Sponsor – \$3,000

- Branding: Logo on event signage, website, and digital communications with Bronze-tier placement.
- Social: Pre- and post-event mentions plus inclusion in a multi-sponsor countdown spotlight (carousel).
- Email/Web: Logo + link on sponsor page; inclusion in digital communications related to MCSB
- On-Site Recognition: Logo on rotating screens and stage roll-call recognition.
- Tickets: 2 seats at the Summit/Luncheon and 2 seats at the Gala.
- Notes: No speaking role in programming

Supporter – \$2,000

- Branding: Name (or logo, where appropriate) on website and on-site thank-you wall; inclusion in digital communications.
- Social: Included in group “Thank You Sponsors” posts (pre-event and post-event).
- Email/Web: Listing on sponsor page; acknowledgment in attendee thank-you email.
- On-Site Recognition: Name/logo on rotating thank-you screens.
- Tickets: 1 seat at the Summit/Luncheon and 1 seat at the Gala.
- Notes: No speaking role in programming



VIP Reception

Title Sponsor – \$8,000 (Exclusive; 1 available)

- Naming Rights & Branding: “VIP Reception presented by [Sponsor]”; dominant logo on all VIP Reception signage, website VIP page, and digital screens.
- Social: Pre- and post-event mentions plus 1 bespoke sponsor spotlight in the countdown series.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- Speaking: 2–3 minute welcome toast at the reception (emcee introduction included).
- On-Site Recognition: Verbal recognition; logo on rotating screens throughout the evening.
- Tickets: 4 tickets to Summit/Luncheon, 4 Tickets to VIP Reception, 4 Tickets to Gala
- Priority Options (not included): First access to purchase additional VIP passes (limited); early option to reserve Gala VIP suite guest passes if implemented.

Supporting Sponsor – \$4,000 (Up to 3 available)

- Branding: Logo on VIP Reception entry signage, website VIP page, and digital screens (Supporting-tier size/placement).
- Social: Included in pre- and post-event mentions plus 1 dedicated (template-based) countdown spotlight.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- On-Site Recognition: Verbal thank-you; logo on rotating screens.
- Tickets: 2 Tickets to Summit/Luncheon, 2 tickets to VIP Reception, 2 tickets to the Gala.
- Priority Options (not included): Option to buy a small block of additional VIP passes (capacity-limited).

Patron Sponsor – \$2,000 (Grouped recognition)

- Branding: Name or logo listed on VIP Reception thank-you wall, website VIP page, and digital screens (group slide).
- Social: Included in group “Thank You VIP Sponsors” posts (pre- and post-event).
- Email/Web: Listing on VIP Reception page; acknowledgment in attendee thank-you email.
- On-Site Recognition: Name/logo on rotating thank-you screens during the reception.
- Tickets: 1 Ticket to Summit/Luncheon, VIP Reception, and Gala.
- Notes: No speaking role in programming



Capitol Day

Title Sponsor – \$6,000 (Exclusive; 1 available)

- Branding: Dominant logo on all Capitol Day materials (digital agenda, wayfinding, slides) and website Capitol Day page; inclusion in all Capitol Day emails.
- Social: Pre- and post-event mentions plus 1 bespoke sponsor spotlight.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- Speaking (Top-2 Tier): 2–3 minute welcome at Capitol Day (emcee intro included).
- On-Site Recognition: Verbal recognition; logo on rotating screens throughout the program.
- Tickets: 4 Tickets to Summit/Luncheon, 4 Tickets to Capitol Day, 4 Tickets to Gala.

Advocacy Sponsor – \$4,000 (Up to 3 available)

- Branding: Logo on Capitol Day signage, slides, website page, and select emails.
- Social: Included in pre- and post-event mentions plus 1 dedicated (template-based) shout-out.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- On-Site Recognition: Verbal thank-you; logo on rotating screens.
- Tickets: 2 Tickets Summit/Luncheon, 2 Tickets Capitol Day, 2 Tickets Gala.
- Notes: No speaking role in programming

Supporting Sponsor – \$2,000

- Branding: Name or logo listed on Capitol Day thank-you wall/slide, event page, and grouped digital placements.
- Social: Included in group “Thank You Capitol Day Sponsors” posts (pre- and post-event).
- Email/Web: Listing on the event page; acknowledgment in attendee thank-you email.
- On-Site Recognition: Grouped recognition on rotating screens.
- Tickets: 1 Ticket for Summit/Luncheon, 1 Ticket for Capitol Day, 1 Ticket for Gala
- Notes: No speaking role in programming



Awards Gala

Title Gala Sponsor – \$50,000 (Exclusive; 1 available)

- Naming Rights & Branding: “Awards Gala presented by [Sponsor]” across main stage screens, entrance signage, red-carpet/step-and-repeat, website hero, and all Gala digital assets.
- Social: Pre- and post-event mentions plus 2 bespoke sponsor spotlights in the countdown series.
- Email/Web: Featured placement and inclusion in sponsor rosters across key email campaigns and the event website.
- Speaking (Top-2 Tier): 2–3 minute welcome/remarks/award segment (emcee intro included).
- Experience Perks:
- Complimentary VIP Suite (if implemented) with base F&B package; first choice of suite location; option to purchase additional suite guest passes (capacity-limited).
- Reserved front-area seating.
- On-Site Recognition: Stage call-outs throughout the program; dominant logo on rotating screens.
- Tickets: 16 all-access passes to all MCSB events (2 tables at Gala).
- Renewal: First right of renewal for 2027.

Platinum Gala Sponsor – \$30,000

- Branding: Prominent logo on stage screens, step-and-repeat (Platinum row), entrance and wayfinding signage, and Gala page.
- Social: Pre- and post-event mentions plus 1 bespoke spotlight in the countdown series.
- Email/Web: Featured placement and inclusion in sponsor rosters across key email campaigns and the event website.
- Speaking (Top-2 Tier): ≤60-second co-host moment (e.g., introduce a segment or present one award).
- Experience Perks:
- Complimentary VIP Suite (if implemented) with base F&B; priority selection after Title; option to add guest passes (capacity-limited).
- Reserved preferred seating.
- On-Site Recognition: Verbal thank-you; prominent logo in rotations.

Tickets: 8 all-access passes to MCSB events (1 table at Gala).



Awards Gala

Gold Gala Sponsor – \$15,000

- Branding: Logo on Gala digital materials (stage rotations, entrance/lobby screens) and website (Gold-tier placement) with verbal acknowledgment during the program.
- Social: 1 dedicated (template-based) sponsor spotlight in the countdown series; included in pre- and post-event mentions.
- Email/Web: Inclusion in sponsor rosters across key email campaigns and the event website.
- On-Site Recognition: Grouped recognition in stage rotations.
- Tickets: 6 to the Summit/Luncheon, 2 Tickets to VIP Reception, 6 Tickets to the Gala.
- Notes: No speaking role in programming

Silver Gala Sponsor – \$7,500

- Branding: Logo on rotating screens and Gala website (Silver-tier placement).
- Social: Inclusion in multi-sponsor countdown carousel; pre- and post-event group thank-you.
- Email/Web: Listing on Gala page; acknowledgment in attendee thank-you email.
- On-Site Recognition: Grouped recognition on screens.
- Tickets: 4 Summit/Luncheon Tickets, and 4 Gala tickets.
- Notes: No speaking role in programming

Supporting Gala Sponsor – \$3,000

- Branding: Name or logo in grouped placements on the Gala website and rotating thank-you screens.
- Social: Included in group “Thank You Gala Sponsors” posts (pre- and post-event).
- Email/Web: Listing on the Gala page and in the attendee thank-you email.
- Tickets: 1 Ticket Luncheon/Summit, and 1 Ticket to the Gala.

Notes: No speaking role in programming



MCSB Branding Experiences

Breakout Room Sponsor – \$7,500

- Branded signage at room entrance and on in-room slides
- Curate content to present – subject to approval.
- Opportunity to briefly introduce each session's speaker (≤30 seconds each)
- Recognition as Breakout Room Sponsor in Summit agenda, website, and on-site signage
- 2–4 Summit passes 2 Gala tickets

Lanyards

- Series Lanyard Sponsor (Summit + VIP + Capitol Day) – \$4,500 (Exclusive)
- Per-event options: Summit/VIP \$3,500, Capitol Day \$1,000 (each exclusive)
- 2 Tickets Summit/Luncheon, 2 Tickets VIP Reception, 2 Tickets Capitol Day, 2 Tickets Gala (subject to event)

Registration/Name Badge

- Series Name Badge Sponsor (Summit + VIP + Capitol Day) – \$3,000 (Exclusive)
- Per-event options: Summit/VIP \$2,250, Capitol Day \$750 (each exclusive)
- Gala Premium Name Badge Sponsor – \$5,000 (Exclusive; separate premium stock/finish)
- Recognition as Registration sponsor at registration tables (subject to per event option)
- 4 Tickets Summit/Luncheon, 4 Tickets VIP, 2 Tickets Capitol Day, 4 Tickets Gala (subject to per event)

Centerpieces

- Series Centerpiece Sponsor (Summit + VIP + Capitol Day + Gala) – \$4,000 (Exclusive)
- Per-event options: Gala \$2,000, Summit/VIP \$1,500, Capitol Day \$500 (each exclusive)
- 2 Tickets Summit/Luncheon, 2 Tickets VIP Reception, 1 Ticket Capitol Day, 2 Tickets to Gala (subject to per event option)

High-Impact Add-Ons – 2 Tickets Summit and Gala

- Lounge Sponsor – \$3,500 (Exclusive)
- Coffee & Networking Sponsor (Summit AM) – \$2,000 (Exclusive)
- Photo Experience Sponsor (Gala Red-Carpet) – \$4,000 (Exclusive)
- Accessibility & Inclusion Sponsor (Series) – \$3,000 (Exclusive; ASL/CART, etc.)

