

2027 SPONSORSHIP PROSPECTUS



MICHIGAN CELEBRATES **SMALL BUSINESS**

APRIL 19 & 20, 2027
LANSING REGION



Connect your brand with Michigan's most dynamic
small businesses, leaders and advocates.



ABOUT MCSB

Michigan's small-business community comes together here.

Michigan Celebrates Small Business brings together entrepreneurs, award-winning companies, business leaders, community partners and statewide stakeholders for two days of recognition, insight and connection.

Through four connected event experiences, MCSB creates opportunities to exchange ideas, strengthen relationships and celebrate the small businesses contributing to communities across Michigan.



ONE PROGRAM. FOUR CONNECTED EXPERIENCES.

DAY ONE

Small Business Summit – Programming, ideas and networking designed to inform, connect and support Michigan's small-business community. The Summit also features **Michigan's Next Big Idea Pitch Competition**, putting Michigan entrepreneurs and their ideas in the spotlight through a live pitch competition.

VIP Reception – An invitation-based networking experience connecting awardees, sponsors and program stakeholders.

DAY TWO

Capitol Day – A focused experience connecting Michigan small-business recognition with government and public policy engagement.

Awards Gala – The signature black-tie, red-carpet conclusion to MCSB and the largest small-business awards program in Michigan. The Gala brings the statewide small-business community together to celebrate the accomplishments and contributions of outstanding Michigan businesses.

Two days. Four experiences. One statewide celebration.

MCSB brings Michigan's small-business community together to learn, connect and celebrate.





2026 IMPACT AT A GLANCE

Statewide visibility. Meaningful engagement. Measurable reach.

Michigan Celebrates Small Business connects sponsors with Michigan's small-business community through live experiences, digital channels, email, social media and earned media coverage.

EARNED MEDIA IMPACT

92,074,060

Earned Media Impressions

Earned media extended MCSB's visibility well beyond the event experience.

\$1,355,635

Advertising Value Equivalency

The estimated Advertising Value Equivalency generated by reported earned-media coverage.

SUPPORTING IMPACT

733

Unique Event
Attendees

60,600+

Website Page
Views

399,986

Unique Emails
Sent

66,194

Social Media
Impressions

A connected visibility platform.

MCSB creates sponsor touchpoints through earned media, digital content, email communications, social engagement and in-person experiences.



WHY SPONSOR MCSB?

Build visibility. Strengthen relationships. Support Michigan small business.

An MCSB sponsorship connects your organization with award-winning companies, business owners, statewide leaders and partners invested in Michigan's small-business community.

Statewide Positioning

Align your organization with one of Michigan's premier small-business recognition programs.

Decision-Maker Access

Build relationships with business owners, award-winning companies, statewide leaders and small-business ecosystem partners.

Visible Association

Receive recognition through selected communications, digital promotion, onsite materials and program integration.

Curated Hospitality

Use tickets, reserved seating and hosted experiences to deepen important relationships.

Accountable Delivery

Receive a post-event Sponsor Success Summary documenting the contracted benefits delivered.



Watch the 2026 highlight video

Scan to watch highlights from Michigan Celebrates Small Business.



Your brand. Michigan's small-business community. Meaningful connections.

Choose a partnership designed to support your organization's visibility, engagement and hospitality goals.



2027 SPONSORSHIP OPPORTUNITIES

Find the partnership that fits your goals.

Choose from program-wide partnerships, event-specific opportunities, award alignment, hospitality packages and visible attendee experiences. **Explore each partnership portfolio on the following pages.**

Premier Program Partnerships

Starting at \$25,000

Program-wide presenting rights and prominent content positioning.

Award Category Sponsorships

\$15,000–\$30,000

Exclusive award alignment, recognition and Gala hospitality.

Gala Sponsorships

\$7,500–\$50,000

Brand recognition and hospitality at the signature Awards Gala.

Summit Sponsorships

\$2,500–\$25,000

Programming, networking and selected attendee-engagement opportunities.

VIP Reception + Capitol Day

\$4,000–\$14,000

Relationship-building access and public-affairs positioning.

Pitch Competition Partnerships

\$7,500–\$25,000

Alignment with emerging Michigan businesses and entrepreneurial ideas.

Experiences + Branding

\$3,000–\$5,000

Ownable, visible touchpoints within the attendee experience.

Partnerships designed for visibility, connection and engagement.

Opportunities are subject to availability, final agreement, production requirements and written confirmation. Benefits vary by sponsorship level.



PREMIER PROGRAM PARTNERSHIPS

Lead the celebration.

Premier partnerships offer MCSB's most prominent positioning, connecting your organization with the full program or a major content moment.

FEATURED OPPORTUNITY

PRESENTING PARTNER

Investment on request | One exclusive opportunity

The exclusive program-wide partnership combining MCSB presenting rights with lead title positions for the Awards Gala, Small Business Summit, Capitol Day and VIP Reception.

Featured Benefits

- "Michigan Celebrates Small Business presented by [Sponsor]" designation
- Lead recognition across all four MCSB experiences
- Dominant logo placement across applicable event and program materials
- Recognition in applicable pre-event, registration and post-event communications
- Approved welcome remarks across major event experiences
- Custom hospitality package, including two premium Gala tables
- Bespoke sponsor spotlights and sponsor storytelling
- Priority seating and selected networking opportunities
- Right of first discussion for the 2028 Presenting Partner position
- Post-event Sponsor Success Summary

Important Information – Confirmation of the Presenting Partner removes the standalone Gala Title, Summit Title, Capitol Day Title and VIP Reception Title opportunities from inventory.

Keynote naming, award-category naming and category exclusivity are not included unless added to the written agreement.



ADDITIONAL PREMIER PROGRAM PARTNERSHIPS

KEYNOTE SPEAKER SPONSOR

\$55,000 | One Available

High-visibility alignment with the featured keynote and the ideas anchoring the MCSB experience.

Featured Benefits

- “[Keynote] presented by [Sponsor]” designation
- Prominent keynote-related visibility
- Inclusion in keynote announcement and countdown communications
- One bespoke sponsor spotlight connected to the keynote theme
- Up to 1.5 minutes of remarks or a scripted keynote introduction
- Ten all-access registrations
- One premium Gala table
- Priority keynote seating
- Professional photo opportunity, when permitted
- Sponsor-use digital recognition graphic
- Post-event Sponsor Success Summary

Optional Experience

A private or semi-private keynote experience may be available at an additional investment, subject to the speaker agreement, availability, approved format and guest capacity.

Important Information – The \$55,000 sponsorship does not include a keynote meet-and-greet. Any speaker experience and related production, hospitality, security or venue costs will be priced separately.

SUMMIT MAINSTAGE SESSION PRESENTED BY

\$25,000 | One Available

Ownable alignment with one featured Summit mainstage conversation.

Featured Benefits

- Exclusive “presented by” recognition for one featured Summit session
- Logo placement on the agenda listing, session slide and onsite signage
- Verbal recognition at the opening and close
- Up to two minutes of welcome remarks or a speaker introduction
- One bespoke pre-event post connected to the session topic
- Six Summit registrations
- Two VIP Reception registrations
- Six Gala tickets
- Opportunity to recommend one audience-centered question
- Post-event Sponsor Success Summary

Important Information – Session topics, speakers and sponsor integration remain under SBAM editorial control.

MCSB’s most visible partnership opportunities.

Lead the program, align with the featured keynote or connect your organization with a high-profile Summit conversation.

All recognition, remarks, hospitality, storytelling and activation benefits are subject to availability, program requirements and final written agreement.



AWARD CATEGORY SPONSORSHIPS

Celebrate the businesses shaping Michigan's future.

Build an exclusive association with businesses recognized in a defined MCSB award category.

WOMEN-OWNED SMALL BUSINESS

\$30,000 | **SOLD**

MICRO BUSINESS

\$25,000 | One Available

MINORITY-OWNED SMALL BUSINESS

\$22,500 | One Available

DISTINGUISHED ALUMNI: GREAT PLACE TO WORK

\$15,000 | One Available

VETERAN-OWNED SMALL BUSINESS

\$22,500 | One Available

DISABILITY-OWNED SMALL BUSINESS

\$18,000 | One Available

DISTINGUISHED ALUMNI: STRATEGICALLY FOCUSED

\$15,000 | One Available

Included with Each Category Sponsorship

- Exclusive "[Award Category] Award presented by [Sponsor]" designation
- Logo integration on the award webpage, Gala program listing and award-presentation screen
- Inclusion in applicable awardee-announcement and Gala sponsor communications
- One bespoke social recognition post focused on the sponsored category
- A sponsor representative delivers an approved, scripted introduction of up to 60 seconds
- Opportunity for a sponsor representative to present the award and participate in official photographs
- One premium Gala table for 10 guests
- Four Summit registrations
- Two VIP Reception registrations
- Access to approved official award-presentation photographs
- Post-event Sponsor Success Summary documenting contracted benefits delivered

These benefits apply to each award-category sponsorship.

Important Information – Award sponsors do not participate in nominations, applications, judging or winner selection.

Align your organization with Michigan small-business achievement.

Recognize outstanding businesses while gaining meaningful visibility, hospitality and connections across the MCSB experience.

Recognition, award-presentation participation, photography and hospitality benefits are subject to program requirements, registration deadlines and final written agreement.





AWARDS GALA SPONSORSHIPS

Be part of MCSB's signature celebration.

Connect your organization with approximately 730 guests during an evening dedicated to recognizing and celebrating outstanding Michigan small businesses.

FEATURED OPPORTUNITY

GALA TITLE

\$50,000 | One exclusive opportunity

The lead standalone sponsorship position for the MCSB Awards Gala.

Featured Benefits

- Exclusive "MCSB Awards Gala presented by [Sponsor]" designation
- Dominant placement across applicable Gala communications, entrance recognition, stage screens and onsite signage
- Two bespoke sponsor spotlights
- One sponsor story or executive interview in a mutually agreed format
- Up to three minutes of opening remarks
- Sixteen Gala tickets at two premium tables
- Eight Summit registrations
- Four VIP Reception registrations
- Priority seating and one executive photo opportunity
- Right of first discussion for the 2028 Gala Title position
- Sponsor-use digital recognition graphic and approved MCSB event-mark guidance
- Post-event Sponsor Success Summary

Important Information – Available only if the Presenting Partner opportunity has not been confirmed. This sponsorship does not include an award category or program-wide naming rights.

Celebrate achievement. Host important relationships. Elevate your brand.

Choose a Gala partnership that aligns your organization with Michigan's small-business community and MCSB's signature recognition experience.

Recognition, hospitality, seating, remarks and storytelling benefits are subject to registration deadlines, program requirements, availability and final written agreement.



ADDITIONAL AWARDS GALA SPONSORSHIPS

GALA CHAMPION

\$30,000 | Multiple Opportunities

Premium Gala visibility and hospitality.

Featured Benefits

- Prominent logo placement on Gala screens, applicable digital materials and onsite signage
- One bespoke pre-event sponsor spotlight
- Scripted stage recognition
- One premium Gala table
- Four Summit registrations
- Two VIP Reception registrations
- Sponsor-use digital recognition graphic and approved MCSB event-mark guidance
- Post-event Sponsor Success Summary

Important Information – This opportunity does not include an award category or sponsor remarks.

GALA ADVOCATE

\$15,000 | Multiple Opportunities

Strong recognition and a hosted Gala table.

Featured Benefits

- Logo placement on Gala screens, the event website and grouped sponsor recognition
- Scripted verbal recognition
- One Gala table for 10 guests
- Two Summit registrations
- Sponsor-use digital recognition graphic and approved MCSB event-mark guidance
- Post-event Sponsor Success Summary

Important Information – Stage remarks and an award-presentation role are not included.

GALA ALLY

\$7,500 | Multiple Opportunities

Accessible Gala hospitality with visible sponsor recognition.

Featured Benefits

- Logo placement on the sponsor webpage, Gala screens and grouped recognition
- Six Gala tickets
- Two Summit registrations
- Sponsor-use digital recognition graphic and approved MCSB event-mark guidance
- Post-event Sponsor Success Summary

Important Information – Stage time and a bespoke social post are not included.



SMALL BUSINESS SUMMIT SPONSORSHIPS

Support ideas, connections and business growth.

Engage approximately 350 attendees through programming, networking and selected onsite visibility.

FEATURED OPPORTUNITY

SUMMIT TITLE

\$25,000 | One available

The lead standalone sponsorship position for the MCSB Small Business Summit.

Featured Benefits

- Exclusive “MCSB Summit presented by [Sponsor]” designation
- Dominant logo placement across the event website, registration communications, agenda, stage screens and onsite signage
- One bespoke pre-event sponsor spotlight
- One sponsor story or executive interview in a mutually agreed format.
- Up to three minutes of opening remarks or a featured-session introduction
- Eight Summit registrations
- Four VIP Reception registrations
- Eight Gala tickets
- Priority seating
- One engagement table, subject to the final floor plan
- Right of first discussion for the 2028 Summit Title position
- Sponsor-use digital recognition graphic and approved MCSB event-mark guidance
- Post-event Sponsor Success Summary

Important Information – Available only if the Presenting Partner opportunity has not been confirmed. Engagement-table placement depends on the final room design.

Connect your organization with Michigan’s small-business community.

Choose a Summit partnership that supports visibility, relationship-building and access to a statewide audience.

Recognition, hospitality, engagement-table placement and promotional benefits are subject to availability, registration deadlines, final room design and written agreement.



ADDITIONAL SMALL BUSINESS SUMMIT SPONSORSHIPS

SUMMIT CHAMPION

\$10,000 | Multiple Opportunities

Defined Summit recognition, hospitality and attendee engagement.

Featured Benefits

- Prominent logo placement on Summit screens, applicable digital materials and onsite signage
- One template-based countdown spotlight
- Scripted verbal recognition
- Six Summit registrations
- Two VIP Reception registrations
- Four Gala tickets
- One engagement table, subject to the final floor plan
- Post-event Sponsor Success Summary

Important Information – Stage remarks and session ownership are not included.

SUMMIT ALLY

\$5,000 | Multiple Opportunities

Visible Summit participation with attendee access.

Featured Benefits

- Logo placement on Summit screens and grouped sponsor recognition
- Four Summit registrations
- Two Gala tickets
- Eligibility for a shared resource table or approved leave-behind
- Sponsor-use digital recognition graphic and approved MCSB event-mark guidance
- Post-event Sponsor Success Summary

Important Information – A dedicated exhibit table is not guaranteed.

SUMMIT SUPPORTER

\$2,500 | Multiple Opportunities

An accessible entry point for supporting Summit programming.

Featured Benefits

- Name or logo recognition on the sponsor webpage and grouped materials
- Onscreen recognition during Summit programming
- Two Summit registrations
- Post-event Sponsor Success Summary

Important Information – A bespoke social post, stage time and exhibit access are not included.



VIP RECEPTION + CAPITOL DAY

Create connections beyond the main stage.

Build meaningful relationships through targeted hospitality and stakeholder-engagement opportunities across two distinct MCSB experiences.

VIP RECEPTION

VIP RECEPTION TITLE

\$10,000 | One available

The lead standalone sponsorship position for the invitation-based VIP Reception.

Featured Benefits

- Exclusive “MCSB VIP Reception presented by [Sponsor]” designation
- Prominent logo placement on reception signage, screens and applicable communications
- One template-based pre-event sponsor spotlight
- One sponsor story or executive interview in a mutually agreed format.
- Up to two minutes of welcome remarks or a toast
- Eight VIP Reception tickets
- Four Summit registrations
- Four Gala tickets
- Host recognition and a curated photo opportunity
- Post-event Sponsor Success Summary

Important Information – Available only if the Presenting Partner opportunity has not been confirmed. Final remarks depend on the confirmed program.

VIP SUPPORTING

\$4,000 | Multiple Opportunities

Targeted recognition and access within the VIP Reception.

Featured Benefits

- Logo placement on reception signage and grouped sponsor recognition
- Verbal recognition during the program
- Four VIP Reception tickets
- Two Gala tickets
- Post-event Sponsor Success Summary

Important Information – Formal remarks are not included.



CAPITOL DAY

CAPITOL DAY TITLE

\$14,000 | One available

The lead public-affairs sponsorship within the MCSB program.

Featured Benefits

- Exclusive “MCSB Capitol Day presented by [Sponsor]” designation
- Prominent logo placement on registration materials, the digital agenda, wayfinding, screens and program signage
- One bespoke sponsor spotlight tied to small-business advocacy
- One sponsor story or executive interview in a mutually agreed format.
- Up to two minutes of welcome remarks during a permitted non-legislative segment
- Eight Capitol Day registrations
- Four Summit registrations
- Six Gala tickets
- Reserved seating and a curated photo opportunity
- Post-event Sponsor Success Summary

Important Information – Available only if the Presenting Partner opportunity has not been confirmed. Branding, remarks or recognition on the Michigan House floor are not promised.

CAPITOL DAY ADVOCACY

\$5,000 | Multiple Opportunities

A focused opportunity for government- and public-affairs teams.

Featured Benefits

- Logo placement on Capitol Day digital materials and grouped sponsor recognition
- Verbal recognition during a permitted program segment
- Four Capitol Day registrations
- Two Gala tickets
- Post-event Sponsor Success Summary

Important Information – Floor access, legislative meetings and speaking opportunities are not guaranteed.

Hospitality that builds relationships. Positioning that supports engagement.

Choose an opportunity designed to connect your organization with awardees, sponsors and statewide small-business stakeholders.

Recognition, remarks, hospitality and access are subject to program requirements, registration deadlines, availability and final written agreement.



PITCH COMPETITION PARTNERSHIPS

Champion promising Michigan businesses.

Connect your organization with emerging businesses, entrepreneurial ideas and a highly visible MCSB competition experience.

FEATURED OPPORTUNITY

PITCH COMPETITION PRESENTING

\$25,000 | One available

Lead alignment with emerging Michigan businesses and entrepreneurial ideas.

Featured Benefits

- Exclusive “MCSB Pitch Competition presented by [Sponsor]” designation
- Prominent logo placement on applications, finalist communications, event slides, signage and winner announcements
- One bespoke pre-event sponsor spotlight
- Inclusion in the winner story
- Up to one minute of opening remarks
- One judging seat, subject to conflict-of-interest review
- Photo opportunity with finalists and prize recipients
- Six Summit registrations
- Four VIP Reception registrations
- Eight Gala tickets
- One Summit engagement table, if the final floor plan permits
- Post-event Sponsor Success Summary

Important Information – The sponsorship does not provide control over application criteria, finalist selection or competition outcomes.

NAMED PRIZE

\$7,500 | Up to four available

Focused recognition around one defined prize category.

Featured Benefits

- Approved “[Prize Name] presented by [Sponsor]” designation
- Logo placement on prize slides and winner announcements
- Scripted recognition
- Opportunity for a sponsor representative to present the prize
- Two Summit registrations
- Two VIP Reception registrations
- Four Gala tickets
- Inclusion in the winner story and sponsor thank-you communication
- Post-event Sponsor Success Summary

Important Information – A Named Prize sponsorship does not automatically include a judging seat.

Support big ideas and the businesses behind them.

Align your organization with entrepreneurship, innovation and the next generation of Michigan small-business success.

Recognition, judging participation, prize naming, hospitality and engagement-table placement are subject to conflict-of-interest review, program requirements, availability and final written agreement.



EXPERIENCES + BRANDING

Own a memorable attendee touchpoint.

Create visible brand presence through selected event credentials, interactive experiences and mission-aligned program elements.

GALA PREMIUM NAME BADGE

\$5,000 | One available

An ownable brand touchpoint seen throughout the Awards Gala.

Featured Benefits

- Exclusive sponsor logo on Gala attendee name badges
- Logo placement on Gala screens and grouped sponsor recognition
- Four Gala tickets
- Pre-event and post-event sponsor recognition
- Post-event Sponsor Success Summary

Important Information – Sponsor assets must be received by the badge-production deadline.

LANYARD SERIES

\$4,500 | One available

Exclusive branding on designated MCSB credentials.

Featured Benefits

- Exclusive sponsor logo on the designated lanyard series
- Logo placement on the sponsor webpage and grouped recognition
- Two Summit registrations
- Two Gala tickets
- Post-event Sponsor Success Summary

Important Information – The specific MCSB events using the sponsored lanyard series will be confirmed in the final written agreement.

GALA PHOTO EXPERIENCE

\$4,000 | One available

Visible alignment with the interactive 360-camera experience available to Gala attendees.

Featured Benefits

- Exclusive recognition as the Gala Photo Experience Sponsor
- Approved logo integration within the 360-camera experience, digital frame or adjacent signage
- Four Gala tickets
- Access to selected approved images, subject to consent and usage rights
- Post-event Sponsor Success Summary

Important Information – A dedicated backdrop is not included. Final branding placement and experience design are controlled by SBAM and the production vendor.

ACCESSIBILITY & INCLUSION

\$3,000 | One available

Mission-aligned support for selected accessibility elements within the MCSB experience.

Featured Benefits

- Exclusive recognition as the Accessibility & Inclusion Sponsor
- Sponsor name or logo on applicable accessibility information
- Onscreen recognition during selected programming
- Two all-access registrations
- Post-event Sponsor Success Summary

Important Information – This sponsorship does not imply endorsement of the sponsor's products, services or employment practices.

Visible moments. Meaningful connections.

Choose a focused opportunity that places your organization within a distinct part of the MCSB attendee experience.

Brand placement, recognition, image access and activation elements are subject to production requirements, asset deadlines, attendee consent, availability and final written agreement.



STRATEGIC ADD-ONS + CUSTOMIZATION

Build a partnership around your objectives.

Select sponsorship opportunities may be customized to support your organization's visibility, hospitality and engagement goals. All negotiated benefits will be documented in the final written agreement and benefits schedule.

CATEGORY EXCLUSIVITY

Category exclusivity may be available with a qualifying sponsorship and an approved written category definition.

SPONSOR STORYTELLING

For sponsorships above \$20,000, a sponsor story or executive interview may be included at SBAM's discretion, based on production capacity and availability. The final format will be mutually agreed upon.

CROSS-PROGRAM HOSPITALITY

Hospitality benefits may be rebalanced across MCSB experiences when total value and event capacity allow.

ADDITIONAL DIGITAL PROMOTION

Additional digital promotion may be purchased or incorporated into a custom sponsorship package.

IN-KIND CONSIDERATION

In-kind support may be considered when it replaces a budgeted expense. The sponsorship agreement must document the fair value of the contribution and the associated recognition.

NOT INCLUDED UNLESS CONFIRMED IN WRITTEN AGREEMENT

- Attendee lists or contact information
- Control over speakers or program content
- Control over award criteria, judging or winners
- Unrestricted access to keynote speakers, public officials or VIPs
- Guaranteed media coverage
- Guaranteed lead volume or business results
- Use of MCSB, SBAM or award marks outside approved brand guidance

Customized with purpose. Documented with clarity.

Every negotiated benefit will be included in the sponsor's written agreement and benefits schedule.

Customizations are subject to sponsorship level, availability, production capacity, event requirements and final written approval.



THE SPONSOR EXPERIENCE

A clear process. Accountable delivery.

Every MCSB partnership follows a defined process designed to align sponsor objectives, document commitments and track fulfillment from confirmation through post-event reporting.

1

ALIGN

Confirm the sponsor's audience, objectives, selected opportunity and any negotiated changes.

2

DOCUMENT

Document each recognition, access, hospitality and deadline commitment in the written agreement and benefits schedule.

3

ACTIVATE

Collect sponsor assets, guest information and approved copy by the established deadlines.

4

DELIVER

Track contracted benefits across communications, production, registration and onsite execution.

5

PROVE

Provide a post-event Sponsor Success Summary documenting the contracted recognition, access and hospitality benefits delivered.

The Sponsor Success Summary provides a record of contracted benefits delivered across applicable communications, recognition, access, hospitality and event experiences.

Every commitment, clearly documented.

Each sponsor receives a written benefits schedule and a post-event Sponsor Success Summary.

Benefits are provided through the channels and event segments identified in the final written agreement. Fulfillment is subject to sponsor deadlines, event logistics, production requirements and timely receipt of approved assets.



SPONSOR REQUIREMENTS

Key dates and fulfillment information.

Timely registration, complete assets and approved materials help ensure that every contracted sponsorship benefit can be delivered as planned.



KEY DEADLINE

APRIL 5, 2027 | 5:00 P.M. ET

Sponsor attendee registrations and sponsor assets are due by this deadline.

REGISTRATION + TICKETS



- Tickets are subject to registration deadlines and venue capacity.
- Tickets have no cash value.
- Changes requested within 72 hours of the applicable event cannot be guaranteed.
- Gala tickets included with a sponsorship will be seated together whenever possible, subject to registration deadlines and final table configurations.

SPONSOR ASSETS



- Sponsors are encouraged to submit assets as early as possible.
- Late, incomplete or unusable assets may prevent fulfillment of applicable recognition.
- Sponsor-submitted logos, copy, remarks and creative materials remain subject to approval.
- Materials must meet applicable production specifications and deadlines.

BRAND USE



Each organization retains ownership of its names, logos and marks. Sponsor use of MCSB, SBAM or award marks requires prior written approval and must follow the provided brand guidance.

BENEFIT FULFILLMENT



- Benefits will be delivered through the channels and event segments identified in the written agreement.
- Stage remarks, session introductions, judging roles, award presentations, exhibit access and speaker access are included only when expressly listed.
- Sponsor benefits and activation rights may not be transferred or reassigned without prior written approval.
- If a contracted placement becomes unavailable, a reasonably comparable substitute benefit may be provided in consultation with the sponsor.
- Event dates, venues, formats and program elements are subject to change.
- Sponsorship benefits are subject to receipt of a signed agreement and payment according to the agreement's schedule.

Timely assets. Clear expectations. Successful delivery.

Meeting the registration and production deadlines helps the MCSB team fulfill contracted recognition, hospitality and activation benefits.

The signed sponsorship agreement and written benefits schedule govern the final partnership. Benefits remain subject to sponsor deadlines, venue capacity, production requirements, event logistics, availability and final written agreement.



BECOME A 2027 SPONSOR

Join us in celebrating Michigan small business.

Connect your organization with Michigan's small-business community through meaningful recognition, hospitality, programming and statewide relationships.

Whether your goal is to elevate your visibility, build connections, support entrepreneurship or align with a specific MCSB experience, we welcome the opportunity to develop a partnership that supports your objectives.

Start the sponsorship conversation.

Contact:

Winston Larson

**Vice President of Membership & Business Development
Small Business Association of Michigan**

Email: winston.larson@sbam.org | Phone: 517-492-1236

Sponsorship opportunities are confirmed in the order completed agreements are received and remain subject to availability, production deadlines and event requirements.



**MICHIGAN CELEBRATES
SMALL BUSINESS**

**APRIL 19 & 20, 2027
LANSING REGION**

Celebrating small business. Connecting Michigan.

