



2010 Alumni Celebration

Sponsorship Information



Event Overview

The 2010 Alumni Celebration will take place **Tuesday, January 26** in the Anderson House Office Building, Mackinaw Room (5th Floor) in Lansing, MI, from 1:00 - 4:00 p.m. A reception will follow at the Radisson Hotel Lansing from 4:30 - 6:00 p.m.

The Celebration is the premier event of the Michigan Works! Association and honors the successes and achievements of individuals who participate in the Michigan Works! System.

Every year, the Michigan Works! Association hosts this event to honor and recognize 25 outstanding Michigan Works! Alumni and their employers. State legislators present achievement awards to Alumni at this ceremony, and each Alumnus has the opportunity to tell their story and the role Michigan Works! played in their success.

This highly-publicized event epitomizes employment successes in Michigan through real-life stories of individuals who have overcome incredible barriers to achievement and have gained self-sufficiency, with the help of the Michigan Works! System.

Become an Event Sponsor

There is no better way to get your company's name in front of Michigan Works! System decision-makers than through a comprehensive sponsorship package.

Event sponsors benefit from exposure to over 200 event attendees, which include Michigan Works! Agency directors and administrative staff, legislators, employers, business associates and other partners.

Sponsorship opportunities offer coverage in electronic and print media in order to effectively showcase your organization. By becoming a sponsor, you will increase your organization's visibility and help support the Michigan Works! System.

The next page provides an overview on which level of sponsorship will best assist your organization in exceeding its goals. You won't want to miss this opportunity - become a sponsor today!

Sponsor Benefits

| Benefits | Gold | Silver | Bronze |
|--|------------------|------------------|---------------------|
| Company description on Association Web site | | | |
| Opportunity to distribute one page flyer/company literature at event | | | |
| Logo in event program | | | |
| Logo on Association Web site | | | |
| Black and white program insertion* | FULL PAGE | HALF PAGE | QUARTER PAGE |
| Signage at event | | | |
| Signage at reception | | | |
| Recognition in event press releases | | | |
| Verbal recognition at event | | | |

*Sponsor benefits related to print insertions are subject to the January 4, 2010 materials deadline

Alumni Celebration Sponsorship Registration Form

Please type or print and fax to (517) 371-1140

Organization Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Select Sponsorship Type

- Gold - \$1,000 Silver - \$500 Bronze - \$250
- Other _____

Method of Payment

- Check Enclosed Send Invoice

Mail or fax completed form with payment to:

Michigan Works! Association
2500 Kerry Street, Ste. 210
Lansing, MI 48912-3657
Fax: (517) 371-1140

Program Insertion Specifications

Insertion Sizes

- ▶ Full Page (Vertical Format Only): 7.5"W x 10.5" H
- ▶ 1/2 Page (Horizontal Format Only): 7.5"W x 5.25" H
- ▶ 1/4 Page (Vertical Format Only): 3.5"W x 5.25" H

*No bleed on any sizes

Acceptable File Formats

- ▶ Press Optimized, High-Resolution PDF only

Insertion Requirements

- ▶ Fonts must be embedded or converted to outlines
- ▶ 300 dpi images only
- ▶ Images must be grayscale
- ▶ Convert CMYK and Pantone (PMS) colors to grayscale

Insertion Deadline

Please email materials to Malorie Kersten, kerstenm@michiganworks.org by **January 4, 2009**