

Michigan Works!  
Association

Meetings

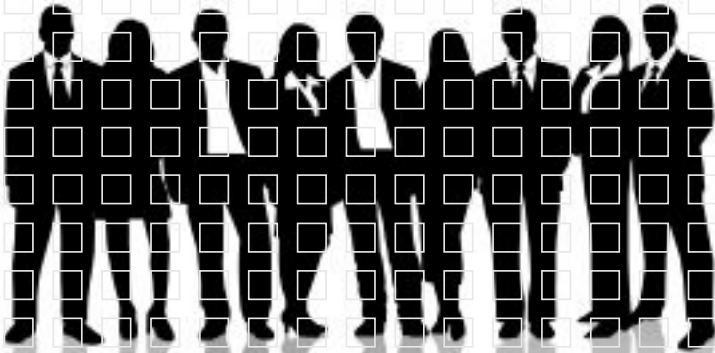
Special Events

Electronic  
Sponsorship

# Media Kit

## Sponsorship Opportunities

### 2010



# Michigan Works! Association

Michigan Works! Association is the first statewide workforce development association in the country. For over 20 years, the Association has been the voice of the Michigan Works! System.

The Association delivers timely, innovative levels of quality service for Michigan's Workforce Development System. We are dedicated to providing the resources and opportunities members need to be successful.

The Association's membership is comprised of Workforce Development Board chairs, Local Elected Officials, and Michigan Works! Agencies. Michigan Works! Association also offers associate membership to organizations with a vested interest in workforce development.

For more information about the Michigan Works! Association, visit [www.michiganworks.org](http://www.michiganworks.org).

## Become a sponsor

Michigan Works! Association sponsors benefit from repeated exposure to the Association's membership.

From face-to-face interaction to communications vehicles and new marketing opportunities, your organization will increase visibility while supporting the needs of the Michigan Works! System.

**For more information regarding 2010 sponsorship opportunities, contact Erin Cunningham, [Cunninghame@michiganworks.org](mailto:Cunninghame@michiganworks.org) or (517) 371-1100 ext 205.**

# Meetings



Michigan Works! Association offers many opportunities to meet our membership face-to-face. Sponsors can attend events, distribute literature to attendees, and receive recognition during the meeting verbally and via signage.

Other benefits may apply:

## ► **Users Forum (\$2,000)**

Michigan Works! Association provides quarterly access to User Group meetings where participants network to share great practices. The Users' Forum, in addition to the other User meetings, serves as an opportunity to receive updates and gain crucial knowledge on relevant issues.

During the Users Forum, all groups come together over the course of two days for networking and professional development.

User Groups are facilitated by Michigan Works! Association staff, and are comprised of members from within the Michigan Works! System, partners from the State of Michigan, and other interested collaborators. Users' Groups include Fiscal, Planners, Business Services and Management Information System (MIS).

# Special Events

Michigan Works! Association hosts an array of specials events annually to promote the Michigan Works! System.

Each event listed below has a *separate prospectus* that offers a wide variety sponsorship opportunities to increase visibility and help your organization meet and exceed its goals.

Contact Erin Cunningham, [Cunninghame@michiganworks.org](mailto:Cunninghame@michiganworks.org) or (517) 371-1100, to learn more.

## ▶ Michigan Works! for People Annual Conference (\$250-\$5,000)

The Michigan Works! for People Annual Conference is Michigan's signature workforce development conference.

Exhibitors and sponsors have the opportunity to interact with Michigan Works! Agency directors, frontline and operating staff, board members, program planners, partners in education and economic development, senior state government administrators, legislators, and other workforce development professionals.

By becoming a sponsor or exhibitor, the products and services you offer will reach over 800 workforce development professionals.

## ▶ Michigan Works! Association Alumni Celebration (\$250-\$1,000)

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. The event also recognizes the commitment and contributions of our business partners, who provide employment opportunities to our Alumni in an effort to put Michigan citizens on the path to a better career and a brighter future.

This highly-publicized event epitomizes 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.

## ▶ Legislative Day (\$250-\$500)

Legislative Day is the Michigan Works! System's opportunity to promote workforce development in Michigan and make legislators aware of current legislative issues that affect Michigan Works!.

During the events, invited speakers address attendees on key legislative topics. Following the event, participants meet with their district legislators to discuss current legislative issues that affect workforce development in Michigan.



# Electronic Sponsorship



## ▶ Web site Sponsorship (\$2,550-\$7,800)

Place your organization one click away from the Michigan Workforce Development System's most active and comprehensive resource site.

Two options for Michigan Works! Association Web site sponsorship are available:

- ▶ The **Home Page banner ad** sponsorship is sold exclusively - no other banners will be shown on the home page. Your message will be the first thing visitors see, with a direct link to your site!
- ▶ **Internal banner ad** sponsorship allows for the rotation of your ad throughout most pages of the Association's site, delivering your message, and link to your Web site, to extensive audiences

## ▶ Training eBlasts (\$750-\$2,500)

Electronic training announcements (eBlasts) push training catalog information to an opt-in list of 2,000 workforce development professionals.

There is one sponsorship opportunity available biannually for training eBlasts. Approximately 12 eBlasts are sent per sponsorship.

## ▶ Rate Structure

Competitive sponsorship rates make positioning your organization cost-effective. Pre-payment is required for all banner and eBlast sponsorship.

*Minimum three month commitment required for both home page and internal banner ad sponsorship.*

Sponsorship Type	Width by Height (in pixels)	3x	6x	9x	12x
<b>Home Page Banner</b>	290 x 100	\$2,850	\$5,100	\$6,750	\$7,800
<b>Internal Page Skyscraper</b>	175 x 300				
<b>Training eBlast</b>	550 x 150				

# Electronic Sponsorship

## Web site sponsorship material specifications and deadlines:

### ▶ Ad Dimensions:

Home Page Banner  
290 x 100 (pixels)

Training eBlast  
550 x 150 (pixels)

Internal  
Page  
Skyscraper

175 x 300  
(pixels)

- ▶ *File Size:* Size not to exceed 30KB
- ▶ *Image File Format:* Static .jpg or .gif files only. No animated .gifs or flash files accepted
- ▶ *Material Due Date:* 30 days prior to scheduled launch date

### *Email Submission Guidelines*

Submit all material electronically to Malorie Kersten, [kerstenm@michiganworks.org](mailto:kerstenm@michiganworks.org). Please include the following items:

- ▶ Electronic creative material (ad)
- ▶ Specific URL address/link
- ▶ Preferred months/schedule
- ▶ Sponsorship type

# Sponsorship Order Form



*Please print/type and mail or fax form to (517) 371-1140*

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Select Sponsorship:

### ▶ Meetings

- Users' Forum  \$2,000 [One opportunity offered annually]
- Legislative Day  \$250-\$1000
- \$ \_\_\_\_\_
- Other \_\_\_\_\_  \$ \_\_\_\_\_

### ▶ Electronic

- Home Page Banner  3X - \$2,850  6X - \$5,100  9X - \$6,750  12X - \$7,800
- Internal Page Skyscraper *call for pricing*
- Training eBlast  Quarterly - \$300  Half Year - \$500  Annually - \$900

### ▶ Special Events\*

- (*Please specify*) \_\_\_\_\_  \$ \_\_\_\_\_

\*Contact Erin Cunningham, [cunninghame@michiganworks.org](mailto:cunninghame@michiganworks.org) or (517) 371-1100 for an updated listing of sponsorship opportunities for the Annual Conference, Alumni Celebration, and other special events.

## Method of Payment

- Check Enclosed
- Send Invoice

Mail or fax completed form with payment payable to:

Michigan Works! Association  
2500 Kerry Street, Suite 210  
Lansing, MI 48912-3657  
Fax: 517-371-1140

**Cancellation/Refund Policy:** Pre-payment is required for all sponsorships. Content subject to approval. All cancellations must be submitted in writing with a 30 day advance notice. Partial refund will be issued based on the number of months the sponsor's banner has been in place. Michigan Works! Association reserves the right to suspend any sponsorship. Michigan Works! Association assumes no liability for individual expenses committed and/or incurred in the event of cancellation or suspension.