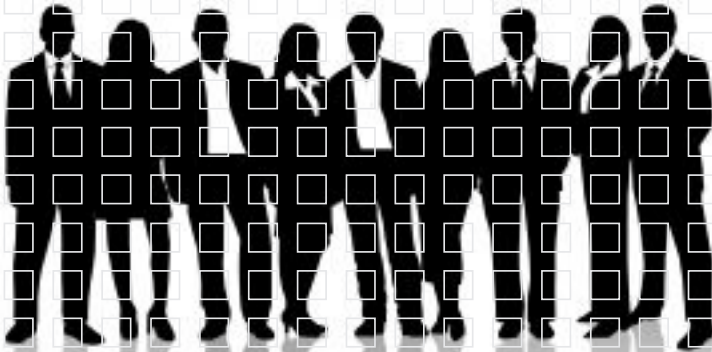


Media Kit

Sponsorship Opportunities

2009



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.

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 2009 sponsorship opportunities, contact Malorie Kersten, kerstenm@michiganworks.org or (517) 371-1100.

Meetings



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

▶ **Directors' Council (\$250 per meeting)**

Michigan Works! Agency directors meet monthly to discuss policy and operational issues as part of the state and local partnership. Additionally, senior state staff present information and respond to questions.

This forum for information exchange enables attendees to communicate openly on various issues in order to make decisions that affect the Michigan Works! System and workforce development in Michigan.

▶ **Directors' Retreat (\$250)**

The Directors' Retreat is an offshoot of the Directors' Council monthly meeting. The retreat is an opportunity for Michigan Works! Agency directors to reconnect in a less formal setting. This meeting is typically held at a resort in Northern Michigan.

▶ **Users Forum (\$250)**

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 Malorie Kersten, kerstenm@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 700 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 (\$1,000 biannually)

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
Home Page Banner	290 x 100	\$2,850	\$5,100	\$6,750	\$7,800
Internal Page Skyscraper	175 x 300	\$2,550	\$4,500	\$5,850	\$6,600
Training eBlast	550 x 150	Biannually - \$1,000			

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. 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 Type:

▶ **Electronic**

- Home Page Banner 3X - \$2,850 6X - \$5,100 9X - \$6,750 12X - \$7,800
- Internal Page Skyscraper 3X - \$2,550 6X - \$4,500 9X - \$5,850 12X - \$6,600
- Training eBlast \$1,000 [Two opportunities offered biannually]

▶ **Meetings**

- Directors' Council \$250 [Ten opportunities offered annually]
- Directors' Retreat \$500 [One opportunity offered annually]
- Users' Forum \$500 [One opportunity offered annually]

▶ **Special Events**

*Contact Malorie Kersten, kerstenm@michiganworks.org or (517) 371-1100 for an updated listing of sponsorship opportunities for the Annual Conference, Alumni Celebration, Legislative Day, and other special events.

▶ **Sponsorship total:** _____

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.