



## 2023 Sponsorship Opportunities

Reaching a highly targeted audience of business travel professionals is as easy as taking a few moments to review the 2023 Michigan Business Travel Association (MBTA) sponsorship opportunities.

MBTA supports networking, education, and advocacy for corporate travel buyers and suppliers through in-person meetings, education days, and scholarship opportunities to members pursuing continuing education and certification programs.

### ANNUAL SPONSORSHIPS

#### □ **Diamond Sponsor – \$5,000**

- Recognition at each meeting from the podium
- Three (3) MBTA memberships including meetings package \$325 value per membership for 2023 calendar year OR Two (2) MBTA memberships (\$325 per membership) and Two (2) MBTA guest vouchers valued at \$180 for 2023 calendar year (not valid for special events or Education Day meeting).
- Presenting sponsor at selected in person meeting includes:
  - Ten (10)-minute presentation at one (1) in-person meeting with opportunity to show video
  - Introduction of event keynote speaker(s)
  - Opportunity to provide marketing materials or takeaways to event guests
- One (1) exhibit table at February meeting and Tradeshow meeting if applicable (excluding Education Day and special events)
- Opportunity to provide marketing materials or takeaways to event guests at select meetings
- Logo on agendas at each meeting
- Logo on banners
- Logo with hyperlink on MBTA website
- Three (3) social media recognitions via Facebook/LinkedIn per year - “commercials” pinned at the top of the page for one week on Facebook.

#### □ **Platinum – \$2,500**

- Recognition at each meeting from the podium
- Two (2) MBTA memberships including meetings package \$325 value per membership for 2023 calendar year OR One (1) MBTA membership valued at \$325 and Two (2) MBTA guest vouchers to regular meetings for 2023 calendar year (not valid for special events or Education Day meeting).

*(continued next page)*

- Presenting Sponsor at selected in person meeting includes:
  - Five (5) minute presentation at one (1) in-person meeting with opportunity to show video
  - Introduction of event keynote speaker(s)
- One (1) exhibit table at February and Tradeshow meeting if applicable (excluding Education Day and special event)
- Opportunity to provide marketing materials or takeaways to event guests at select meetings
- Logo on agendas at each meeting
- Logo on banners
- Logo with hyperlink on MBTA website
- Two (2) social media Recognitions via Facebook/LinkedIn per year and “commercials” pinned at the top of the page for one week on Facebook.

### □ **Gold – \$1,500**

- Recognition at each meeting from the podium
- One (1) MBTA membership (including MBTA meetings package \$325 value per membership for 2023 calendar year.
- Opportunity to provide marketing materials or takeaways to event guests at designated meetings
- Logo on agendas at each meeting
- Logo on banners
- Logo with hyperlink on MBTA website
- One (1) Social Media Recognition via Facebook/LinkedIn per year and “commercial” pinned at the top of the page for one week on Facebook

### □ **Silver – \$1,000**

- Recognition at each meeting from the podium
- One (1) MBTA Meeting Package (\$150 value) for 2023 calendar year
- Logo on agendas at each meeting
- Logo on banners
- Logo with hyperlink on MBTA website
- Recognition via social media (Facebook/LinkedIn)

### □ **Bronze – \$500**

- Recognition at each meeting from the podium
- One (1) MBTA guest voucher (\$90 value) for one 2023 calendar year
- Logo on agendas at each meeting
- Logo on banners
- Logo with hyperlink on MBTA website
- Recognition via social media (Facebook/LinkedIn)

Email company logos in EPS, AI and JPEG formats to  
Shirley Randall at [sponsorships@gbtamichigan.org](mailto:sponsorships@gbtamichigan.org) for banner and print publications.

## ☐ **Copper – \$250**

- Recognition at each meeting from the podium
- Logo on agendas at each meeting
- Logo on banners
- Logo with hyperlink on MBTA website
- Recognition via social media (Facebook/LinkedIn)

## ***Holiday Meeting or Special Events - Cocktail Sponsor – \$1,200 (or \$600 for Co-Sponsor)***

*Sponsorship may be co-sponsored by two non-competitive businesses.*

- Two/One minute presentation at designated event (one-minute each for co-sponsored event) during reception
- Logo on signage at or near the reception area
- Recognition via social media (Facebook/LinkedIn)
- Exhibit Table at event
- Opportunity to provide marketing materials or takeaways to event guests

***Additional recognition may also be extended where signage is needed for specific events.***

**Deadline February 1, 2023 for payment and logos to appear on banners.**