2020 SPONSORSHIP OPPORTUNITIES

The Small Business Association of Michigan serves over 27,000 Michigan small businesses across the state.

Visit SBAM.org or find us on social!

For details on any of these opportunities please contact Lori Birman, Vice President Membership & Development at (517) 267-2205 or lori.birman@sbam.org
SBAM ANNUAL MEETING & SMALL BUSINESS SUMMIT

SBAM’s Annual Meeting & Small Business Summit is the state’s premier event for small business owners and influencers. Featuring an exhibit hall, panel discussions, lunch and a keynote presentation, this event is a must-do for members of Michigan’s small business community.

Event sponsorship packages start at $599.

STRATEGIC PARTNER SUMMIT

SBAM’s 29 Strategic Partner organizations will gather together this May for a Strategic Partner Summit. The Summit will feature best practices in non-profit organization management and highlight membership benefits & services for Michigan small businesses. Sponsorship is $1,000.

GOLF OUTING TO BENEFIT MICHIGAN CELEBRATES SMALL BUSINESS

Michigan Celebrates Small Business (MCSB) is a collaboration of trusted statewide organizations offering collective resources to support, promote and celebrate small business. SBAM’s annual golf outing supports the mission of MCSB. Sponsorship opportunities start at $300.

VIP LEGISLATIVE EVENT

Exclusive legislative event features special programming for SBAM VIP members. Event sponsorship is $1,000.

OWNER2OWNER REGIONAL MEETINGS

O2O regional meetings allow small business owners to build a sense of community in their region by gathering together on a regular basis with other small business owners and stakeholders in their community. Each regional meeting will feature components of networking, education, and small business advocacy awareness. Regional sponsorships are $1,000 annually.
SBAM ANNUAL MEETING & SMALL BUSINESS SUMMIT

Platinum Sponsor $10,000
• Two tables of 8 at luncheon
• Full-page ad in Focus
• Logo on SBAM.org
• Logo on event A/V displays
• Verbal recognition at event
• Exhibitor booth

Gold Sponsor $5,000
• Two tables of 8 at luncheon
• Half-page ad in Focus
• Logo on SBAM.org
• Logo on event A/V displays
• Verbal recognition at event
• Exhibitor booth

Silver Sponsor $2,500
• One table of 8 at luncheon
• 1/4 page ad in Focus
• Logo on SBAM.org
• Logo on event A/V displays
• Exhibitor booth

Bronze Sponsor $1,000
• One table of 8 at luncheon
• Logo on SBAM.org
• Logo on event A/V displays
• Exhibitor booth

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Bronze Sponsor $1,000
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• Logo on event A/V displays
• Exhibitor booth

WiFi Sponsor $1,500 (1)
• One table of 8 at luncheon
• Special signage at event
• Logo on SBAM.org
• Logo on event A/V displays
• Exhibitor booth

Beverage Sponsor $1,500 (1)
• One table of 8 at luncheon
• Special signage at event
• Logo on SBAM.org
• Logo on event A/V displays
• Exhibitor booth

Break Sponsor $1,500 (1)
• One table of 8 at luncheon
• Special signage at event
• Logo on SBAM.org
• Logo on event A/V displays
• Exhibitor booth

Sign Sponsor $1,500 (1)
• One table of 8 at luncheon
• Special signage at event
• Logo on SBAM.org
• Logo on event A/V displays
• Exhibitor booth

Exhibitor $599
• Exhibitor Booth
• Two tickets to event
• Recognition in event program

Panel Discussion Sponsor $399
• Signage at table
• Name recognition in A/V displays

DATE
JUNE 18, 2020

LOCATION
LANSING CENTER, LANSING MI

AUDIENCE
SMALL BUSINESS OWNERS & INFLUENCERS

PROMOTIONAL REACH
28,000+ MEMBERS
SBAM SOCIAL MEDIA FOLLOWERS
400 - 500 EVENT ATTENDEES

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Title Sponsor: $5,500
- Two foursomes in outing
- Advertising on SBAM.org for 2 months
- Advertising in SBAM’s e-newsletter for 8 weeks
- 1/4 page ad in Focus Magazine
- Recognition at outing: podium, signage and program

Eagle Sponsors: $2,500
- One foursome in outing
- Advertising on SBAM.org for 1 month
- Advertising in SBAM’s e-newsletter for 4 weeks
- 1/4 page ad in Focus Magazine
- Recognition at outing: podium, signage and program

Birdie Sponsor: $1,500
- One foursome in outing
- Advertising on SBAM.org for 1 month
- Advertising in SBAM’s e-newsletter for 2 weeks
- Recognition at outing: podium, signage and program

Bloody Mary/Mimosa Sponsor: $1,000
- Advertising on SBAM.org for 2 weeks
- Logo recognition/signage on the bar
- Logo recognition in program

Reception Sponsor: $1,000
- Advertising on SBAM.org for 2 weeks
- Logo recognition/signage at reception
- Logo recognition in program

Goody Bag Sponsor: $750
- Advertising on SBAM.org for 2 weeks
- Logo recognition in program
- Goody bag with logo

Golf Plus Sponsor: $600
- Registration for 2 golfers
- One hole sponsorship package

Range Sponsor: $500
- Advertising on SBAM.org for 2 weeks
- Logo recognition/signage at range
- Logo recognition in program

Hole Sponsor: $300
- Logo recognition/signage at tee
- Logo recognition in program

GPS Cart Sponsor: $350
- Logo recognition on cart GPS

In addition to the custom benefits listed with each sponsorship opportunity, every sponsor receives:
- A listing of your company name and logo in program materials
- Formal recognition at the awards ceremony
- Special recognition on SBAM’s website
- Professional signage acknowledging your organization
- Ability to contribute item(s) to goody bag
O2O Regional Meetings allow for small business owners to build a sense of community in their region and gather together on a regular basis with other small business owners and stakeholders in their community. Each regional meeting will feature components of networking, education, and small business advocacy awareness.

While these meetings are for business owners only, sponsors are invited to be a part of the meetings as thought leaders and stakeholders in the community. We are seeking sponsors who wish to be engaged with the small business community.

Exclusive Industry Sponsor is $1,000 per region in a 12 month period. Sponsorship engagement benefits include:

- Sponsor logo promotion on SBAM.org
- Sponsor logo promotion in all regional communication for the O2O meeting
- Sponsor recognition and logo recognition at the meeting
- Ability to participate in the Regional Meeting as a non-business owner (Regional Meetings are for business owners only.)
- Ability to set up a booth or table display at the meeting

Dates & Locations
Visit [www.sbam.org/o2o](http://www.sbam.org/o2o) to see dates in our 9 regions

Audience
Small business owners

Promotional Reach
27,000+ members
SBAM social media followers
Regional meeting attendees
STRATEGIC PARTNER SUMMIT

SBAM’s Strategic Partner organizations will gather together this May for a Strategic Partner Summit. The Summit will feature best practices in non-profit organization management; and highlight membership benefits & services for Michigan small businesses.

Attendees for this event will feature Executive Directors/Board Chairs from the 29 Strategic Partners across the state. The SBAM Strategic Partner Program represents 6,000 small business members from the 29 state wide Strategic Partner organizations. For a full list visit sbam.org/About-Us/Affiliations.

Event Sponsorship: $1,000

VIP LEGISLATIVE EVENT

SBAM’s VIP members are invited to an exclusive event focused on legislative issues impacting Michigan small business owners. Past speakers have included Governor Rick Snyder, Senator Debbie Stabenow, Senator Gary Peters, Congressman Tim Walberg and Congresswoman Elissa Slotkin.

SBAM’s VIP members represent the top tier of Michigan small business owners. Event Sponsorship: $1,000