

March 21, 2023 | Kellogg Center, East Lansing, MI

7th Annual MI Hidden Talent Workshop

As Michigan continues to face a serious labor shortage and businesses struggle to find staff needed to run their business, there is a real opportunity to strengthen our workforce by **utilizing the talents of individuals with disabilities**. Inclusive workforces **make good business sense** and that's what the MI Hidden Talent initiative aims to create.

MI Hidden Talent was created in 2015 by former Lt. Governor Brian Calley and Michigan Supreme Court Justice Richard Bernstein to spread the word about the business opportunity that exists in hiring people with disabilities. To help businesses **be intentional about hiring individuals with disabilities**, the first MI Hidden Talent workshop held in 2016.

The workshop is a **one-day training seminar for business owners/leaders and HR professionals**, providing tools and insights needed that will help companies hire Michiganders with disabilities. The 7th annual workshop, now in its fourth year presented by the Small Business Association of Michigan, will give small businesses the tools to succeed while providing opportunities for people with disabilities.

We invite you to be a part of this mission as we work to strengthen small businesses and give all Michiganders life self-determined, independent lives at the same time. Sponsorships for the event available at \$15,000, \$10,000, \$5,000 and \$2,500. Any level of support you are able to provide would be greatly appreciated.

Further sponsorship details are available on the following pages.

Please don't hesitate to ask if you have any questions.

Sincerely,



Brian Calley | President & CEO
Small Business Association of Michigan
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 **SMALL BUSINESS**
Association of MICHIGAN PRESENTS:

mihidden**talent**
workshop

SPONSORSHIP LEVELS

Title Sponsor \$15,000

- Sponsorship listed on all promotional materials leading up to the event (including e-mails, social media posts, flyers, website, etc.)
- Sponsorship listed on all day of event signage
- Opportunity to have a full-page ad within the event program
- Opportunity to provide opening remarks at the workshop
- Recognition as title sponsor throughout workshop programming
- Opportunity to distribute company-branded items to all attendees
- Reserved table for company attendees (if desired)
- Opportunity to include a full-page ad in SBAM's FOCUS magazine
- Inclusion of two banner ads in SBAM's Small Business Weekly E-newsletter.

Gold Sponsor \$10,000

- Sponsorship listed on all promotional materials leading up to the event (including e-mails, social media posts, flyers, website etc.)
- Sponsorship listed on all day of event signage
- Recognition as sponsor throughout workshop programming
- Opportunity to have a full-page ad in the event program
- Reserved table for company attendees
- Opportunity to include a half-page ad in SBAM's FOCUS magazine
- Opportunity to have 2 banner ads within SBAM's Small Business Weekly E-newsletter

Silver Sponsor \$5,000

- Sponsorship listed on emails leading up to the event
- Sponsorship listed on all event signage
- Opportunity for meet and greet with event hosts
- Recognition as sponsor throughout workshop programming
- Opportunity to have a banner ad within SBAM's Small Business Weekly E-newsletter

Bronze Sponsor \$2,500

- Sponsorship listed on all event signage



SPONSORSHIP FORM

Organization: _____

Sponsorship Level: ☐ Title ☐ Gold ☐ Silver ☐ Bronze
(please check one)

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Contact Number: _____

Contact Email: _____

Please return this form along with your sponsorship amount made out to:

SBAM Foundation

120 N Washington Square, Suite 1000, Lansing, MI 48933

*SBAM Foundation is a 501©3 organization

Contact for questions: Laura Biehl at 248-921-5008 or laura@reschstrategies.com.

