



SOCIETY OF GOVERNMENT MEETING PROFESSIONALS

MICHIGAN CHAPTER

2027 Partnership Engagement Prospectus

**Stronger Together.
Greater Impact.**

Partner with SGMP Michigan to advance professional development, foster meaningful connections, and support the government meetings industry across our state.

PARTNERSHIP PACKAGES



BIG MAC
PACKAGE



GREAT LAKE
PACKAGE



LIGHTHOUSE
PACKAGE



**INVEST IN CONNECTION.
CHAMPION OUR MISSION.**
BECOME A PARTNER IN 2027.





Sponsoring and advertising with the Society of Government Meeting Professionals Michigan Chapter (MiSGMP) is an easy and cost-effective way to promote your facilities, programs, and services to government meeting professionals throughout Michigan.

The MiSGMP Board of Directors continues to offer unique sponsorship opportunities with discounted pricing, including our popular Build Your Own Bundle Package as well as a variety of affordable stand-alone sponsorship options.

As you plan your 2027 marketing budget, remember:

- MiSGMP offers Michigan's best planner-to-supplier ratio, with more than 50% planner attendance at our monthly meetings and events.
- Frequent networking and collaboration with government meeting planners provide valuable opportunities to build relationships and generate new business.
- Professional development opportunities include up to 8 continuing education hours through our monthly meetings and an additional 7 credit hours at our Annual Education Conference. These credits may be applied toward your Certified Government Meeting Professional (CGMP), Certified Meeting Professional (CMP), or Government Meeting Specialist (GMS) certifications.
- At the 2026 National Education Conference in Williamsburg, Virginia, MiSGMP was recognized with the Excellence in Operations Award, Programming of the Year Award, and Communications Commendation Award, demonstrating our chapter's commitment to excellence.
- **Save even more!** Partnership Packages save money! Receive an additional 10% discount when you purchase by November 1, 2026. Payment is not due until April 10, 2027.

Questions? Contact me at info@misgmp.org.

Thank you for your continued support of MiSGMP. We appreciate your partnership and look forward to working with you in 2027.

Sincerely,

Cathy Mayhew

Cathy Mayhew
President
MiSGMP

Partnership Packages



BIG MAC PACKAGE

\$2,862*

2 available

The **Big Mac Package** includes: Sponsorship of a Speaker at the 2027 AEC in Ann Arbor, includes print and web acknowledgement of AEC sponsorship and five minutes of lectern time at AEC (\$550 value); Exhibit Table at AEC (\$150 value); Four e-Newsletter advertisements (\$1200 value), Banner Ad and Preferred Bundling Listing on MiSGMP Website and at monthly meetings for one year (\$1000); One supplier registration at 8 monthly meetings (\$280 value).

***10% discount off the full value of \$3180.**



GREAT LAKE PACKAGE

\$2,142*

2 available

The **Great Lakes Package** includes: Sponsorship of a Speaker at the 2027 AEC in Ann Arbor, includes print and web acknowledgement of AEC sponsorship and four minutes of lectern time at AEC (\$450 value); Exhibit Table at AEC (\$150 value); Two e-Newsletter advertisements (\$600 value); Banner Ad and Preferred Bundling Listing on MiSGMP Website and at monthly meetings for one year (\$1000 value); One supplier registration at 8 monthly meetings (\$280 value).

***10% discount off the full value of \$2380**



LIGHTHOUSE PACKAGE

\$1,422*

5 available

The **Lighthouse Package** includes: Sponsorship of a Speaker at the 2027 AEC in Ann Arbor, includes print and web acknowledgement of AEC sponsorship and two minutes of lectern time at AEC (\$350 value); Exhibit Table at AEC (\$150 value); One e-Newsletter advertisement (\$300 value); Banner Ad and Preferred Bundling Listing on MiSGMP Website and at monthly meetings for 6 month (\$500 value); One supplier registration at 8 monthly meetings (\$280 value).

***10% discount off the full value of \$1580**



MITTEN PACKAGE

Build Your Own Bundle
\$1,000 Minimum

The **Mitten Package** provides you with the opportunity to “Build & Your Own Bundle”! Review the a la carte menu of opportunities and select items that total a minimum of \$1,000 in value.

Partner Packages save money, PLUS receive an additional 10% discount when you purchase by November 1, 2026!



Sponsorship Opportunities

MiSGMP 2027 Monthly Meeting Registration Sponsor

\$150 | 8 available (Only one per organization)

(February, April, May, August, September, October, November, and December)

- Recognition in the monthly meeting communications and web acknowledgement
- Placement of your banner and promotional materials at registration
- Opportunity to greet attendees at registration
- One minute of lectern time
- One complimentary registration day of meeting

Lanyards Sponsor

\$100 | 2 available

Organization Name or Logo on Lanyards. (February, April, May, and August 2027 monthly meetings OR September, October, November and December 2027 monthly meetings).

\$100 and sponsor supplies the lanyards or \$400 and MiSGMP supplies the lanyards

Schedule of Monthly Member Meetings			
February 17, 2027 Courtyard Lansing Downtown	April 21, 2027 Hilton Garden Lansing	May 19, 2027 Treetops Resort	August TBD
September TBD	October TBD	November TBD	December TBD

Advertising

Website Advertising

Banner Ad (12 months) - \$1,000 (unlimited quantity available)

MiSGMP e-Newsletter Advertising (bi-monthly; 6x/year)

- E-Newsletter Advertising (4.25" x 5.5" 1700 x 2200 pixels) \$300 per Publication

Get your message in front of Michigan's government meeting planners with *Inside Buzz*, our e-newsletter. Our members are actively planning events and looking for the best venues, vendors, and services to make their meetings successful. Advertise with us and connect directly with the decision-makers who need what you're offering.



Sponsorship Opportunities

2027 Annual Education Conference – March 10-12, 2027

The 2027 Annual Education Conference will be held at the Kensington Hotel For details on these sponsorship opportunities or to customize a package, contact treasurer@misgmp.org. All sponsorships include recognition on website and in conference mobile app.

Beverage Break	\$300	5 available: Day 1 (Afternoon) Day 2 (Morning) Day 2 (Mid Morning) Day 2 (Afternoon) Day 3 (Morning)	MiSGMP recognition signage; placement of your banner
Breakfast	\$900	2 available: Day 2 Day 3	2 minutes of lectern time, MiSGMP recognition signage, opportunity to place promo materials on tables, placement of your banner
Dinner	\$1,200	1 available: Day 2	3 minutes of lectern time, MiSGMP recognition signage, opportunity to place promo materials/ decor on tables, placement of your banner
Dinner Drink	\$1,000	1 available: Day 2	2 minutes of lectern time, MiSGMP recognition signage, can provide own drink tickets with logo (1 per person) or MiSGMP will provide, placement of your banner
Entertainment	\$1,200	1 available: Day 2	2 minutes of lectern time, MiSGMP recognition signage, placement of your banner
Exhibit Table	\$150	15 available	1 skirted table entire conference; placement of your banner
Lanyard Sponsor	\$100-\$400	1 available	Sponsor provides lanyards \$100 MiSGMP provides lanyards \$400
Lunch	\$900	1 available: Day 2	2 minutes of lectern time, MiSGMP recognition signage, opportunity to place promo materials on tables, placement of your banner
Mobile App	\$600	1 available	Logo recognition on mobile app, placement of your banner at front of room entire conference
Parting Gift	\$300	1 available: Day 3	MiSGMP recognition signage, placement of your banner, opportunity to provide parting gift

Sponsorship Opportunities Continued

Photo Booth Sponsor	\$500	1 available: Day 2	1 minute of lectern time, MiSGMP recognition signage, placement of your banner
Reception Drink	\$1,000	1 available: Day 2	2 minutes of lectern time, MiSGMP recognition signage, can provide own drink tickets with logo (1 per person) or MiSGMP will provide, placement of your banner
Registration	\$400	1 available	MiSGMP recognition signage, placement of your banner
Speaker Gifts	\$100	1 available	Speaker gift recognition and provision of 7-9 identical items for speakers (up to \$25 value)
Speaker	\$350	9 available	2 minutes of lectern time, placement of your banner
Swag Bag Sponsor	\$300	1 available	Sponsor Provides branded bags for attendees, given at check-in. Recognition in program and signage during event. Option to include one branded item in the bag
Turn-Down Service	\$300	2 available Day 1 Day 2	MiSGMP recognition signage; provision of items to hotel for in-room placement
Wellness Sponsor	\$150	2 available	Sponsor a short wellness/stretch break, recognition on agenda and during the event

Sponsorship Opportunities Continued

AV Trade Sponsor (Trade Value: \$3,125)

The AV Trade Sponsor provides the audiovisual equipment, technical support, and staging services for the 2027 Annual Education Conference (AEC) in exchange for the following sponsorship benefits:

Sponsor Benefits Include:

- Sponsorship recognition of one educational session at the 2027 AEC in Ann Arbor, including print and website recognition, plus five (5) minutes of podium/lectern time during the conference (Value: \$550)
- One exhibit table at the 2027 AEC (Value: \$150)
- Four (4) e-newsletter advertisements (Value: \$1,200)
- Banner advertisement and preferred bundled listing on the MiSGMP website and recognition at monthly meetings for one (1) year (Value: \$1,000)
- One (1) complimentary registration to the 2027 AEC (Value: \$225)

Total Sponsorship Value: \$3,125

Trade Requirements

In exchange for the sponsorship benefits listed above, the AV Trade Sponsor will provide, at a minimum:

- Three (3) microphones: two (2) handheld and one (1) lavalier
- One (1) dedicated audiovisual technician onsite and available throughout the event
- One (1) confidence monitor
- One (1) PowerPoint presentation advancer
- One (1) digital podium
- Two (2) large-format projection screens with projectors rated at a minimum of 6,000 lumens each (one screen and projector may be acceptable depending on the final room layout)
- Pipe and drape to create a professional stage and presentation area
- Complete setup, operation, and teardown of all audiovisual equipment
- Technical support throughout the duration of the event