



Sponsorship Opportunity!

MLC Annual Conference

August 8 – 10, 2023

Traverse City, MI

“Lean – What Really Works”

The Michigan Lean Consortium (MLC) is committed to engage, connect, and develop people and processes in continuous improvement and Lean initiatives to positively impact Michigan.

The 2023 MLC Annual Conference brings together professionals across sectors who are passionate learners of Lean thinking. The conference will include active learning sessions, networking activities, and keynotes from highly reputable individuals in the arena of Lean practice and theory.

Visibility Opportunities

Attendance Expected: **150**

MLC Membership: **600**

Newsletter Subscribers: **3,000**

Social Media Followers:

1,160 LinkedIn, **870** Facebook, **1,550** Twitter, **270** Instagram

Sponsor Materials

Company Logo (PDF format)

Company name as it should appear on marketing materials

Submit via email by July 14, 2023: sponsor@michiganlean.org



MLC Annual Conference

SPONSORSHIP LEVELS

The 2023 MLC Annual Conference will bring together professionals across sectors who are passionate learners of Lean thinking. Expect to participate in learning sessions, panel discussions, networking activities, and keynotes from reputable individuals in the arena of Lean practice and theory. There are many ways to be an included, see below for different options to showcase your organization with the MLC.

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 Hagerty Center
 Traverse City, Michigan

	VENDOR \$200	BRONZE \$500	SILVER \$1,000	GOLD \$2,000 Meal Sponsor	DIAMOND \$5,000 Presenting Sponsor	PLATINUM \$10,000
Vendor Table	✓	✓	✓	✓	✓	✓
Logo on MLC website Conference Page	✓	✓	✓	✓	✓	✓
Contact Information on table tent	✓	✓	✓	✓	✓	✓
Opportunity to add give away in Swag Bag	✓	✓	✓	✓	✓	✓
Name on banner – by sponsor level		✓	✓	✓	✓	✓
Admission to Annual Conference <small>2 for DIAMOND and GOLD, 1 for SILVER and BRONZE</small>		✓	✓	✓	✓	✓
Sponsor THANK YOU email blast			✓	✓	✓	✓
List and Email Addresses of Attendees			✓	✓	✓	✓
Name read from podium at dismissal for sponsored meal				✓	✓	✓
Sponsor names on poster displayed at conference				✓	✓	✓
Mention of name at beginning of each day				✓	✓	✓
One time feature article in MLC monthly newsletter					✓	✓
May display your own marketing materials <small>Subject to approval</small>					✓	✓
5-Minute opportunity to address the conference from the podium; <small>What does lean mean to you and your business</small>					✓	✓
One year sponsorship of All MLC events <small>2 Summits, Annual Conference, Coffee Chats, & Training</small>						✓

