



Sponsorship Opportunity!

MLC Annual Conference

August 13 – 16, 2024

Grand Traverse Resort - Traverse City, MI

“We Have NEVER Done It This Way – Surpassing the Norm!”

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 2024 MLC Annual Conference brings together professionals across sectors who are passionate learners of Lean thinking. The conference will include 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**

Communications Subscribers: **3,200**

Social Media Followers:

1,290 LinkedIn, **876** Facebook, **1,597** Twitter, **315** Instagram

Sponsor Materials

Company Logo (PNG or Vector Image format)

Company name as it should appear on marketing materials

Submit via email by July 12, 2024: sponsor@michiganlean.org



MLC Annual Conference

SPONSORSHIP LEVELS

The 2024 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 included, see below for different options to showcase your organization with the MLC.

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 Traverse City, Michigan

	ADVERTISING \$200	BRONZE \$600	SILVER \$1,200	GOLD \$2,000 Meal Sponsor	DIAMOND \$5,000 Meal Sponsor	PLATINUM \$10,000 Presenting Sponsor
Mention of name at beginning of each day	✓	✓	✓	✓	✓	✓
Opportunity to add give away in Swag Bag	✓	✓	✓	✓	✓	✓
Opportunity to donate door prizes with name announced with each	✓	✓	✓	✓	✓	✓
Vendor Table at the Conference		✓	✓	✓	✓	✓
Contact Information on table tent *		✓	✓	✓	✓	✓
Logo on MLC website Conference Page		✓	✓	✓	✓	✓
Name on banner – by sponsor level *			✓	✓	✓	✓
Full Experience Admission to Annual Conference 1 for SILVER, 2 for GOLD and DIAMOND, 6 for PLATINUM			✓ ¹	✓ ²	✓ ²	✓ ⁶
Sponsor THANK YOU email blast				✓	✓	✓
List and Email Addresses of Attendees				✓	✓	✓
Name read from podium at dismissal for sponsored meal				✓	✓	✓
Sponsor name on poster displayed at conference *				✓	✓	✓
One time feature article to highlight your business (By Jan 2025 and subject to approval)					✓	✓
Display marketing materials in the Main Event Room - Subject to approval					✓	✓
Sponsor Panel Discussion – Participants visit your exhibit to submit questions for a chance to win an MLC gift!						✓
10-Minute opportunity to address the conference from the podium What does lean mean to you and your business						✓

* Sponsor materials must be received by July 12th