Signature & Major Events Sponsorship
2017–2018
2018 Mackinac Policy Conference
May 29–June 1 | Grand Hotel, Mackinac Island

The Detroit Regional Chamber’s signature event to move Michigan forward – the Mackinac Policy Conference – brings members to the historic Grand Hotel on Mackinac Island for the state’s premier public policy event. The Conference continues to be recognized as Michigan’s must-attend event, providing a forum for leaders to gather in a unique and relaxed atmosphere to resolve key economic issues. The Conference will produce action items designed to create a more business-friendly climate and drive economic growth in Michigan.

Benefits of Sponsoring
- Elevate your brand among more than 1,600 decision-makers
- Show your belief in the future of the state of Michigan

Audience Attending
- Business executives and community leaders from organizations throughout Michigan
- Legislative leaders — Bipartisan public officials, Michigan congressional delegation, state legislators, county officials, governor of Michigan, mayor of Detroit
- Corporate CEOs
- Entrepreneurs
- Civic stakeholders
- Working media from entire state of Michigan
- Detroit Regional Chamber Board of Directors

Sponsorship Levels
$10,000, $20,000, $34,000, $60,000

2018 Detroit Policy Conference
March 1, 2018 | MotorCity Casino Hotel

The Detroit Policy Conference continues to build momentum and gain insight into what the future looks like for Detroit. The Conference discusses critical issues related to the continued economic progress throughout the city and the region. Nationally recognized experts on urban transformation collaborate with Detroit’s changemakers to share their unique perspectives on the turnaround taking place.

Benefits of Sponsoring
- Showcase your brand in front of nearly 800 urban and suburban leaders
- Show your support for Detroit’s turnaround
- Exhibit space

Audience Attending
- Business executives and community leaders from organizations in Southeast Michigan
- Entrepreneurs
- Young professionals
- Detroit City Council members
- Mayor of Detroit
- Working media from Southeast Michigan

Sponsorship Levels
$1,200, $3,000, $5,000, $10,000, $15,000, $25,000, $50,000
2017-2018 State of the Region
Join the Detroit Regional Chamber for the revealing of the fourth annual State of the Region report. Over 500 attendees are expected to gather for the morning program to review the State of the Region report, which offers an analysis of the economic indicators related to business growth, talent, innovation and international commerce for Southeast Michigan.

The program offers a unique 12-month long partnership for companies investing in the turnaround of the region’s economy. Regional leaders from the public and private sector will participate in a panel discussion reacting to the data and discuss their insights on the regional economy. If your company is looking to reach leading local and global business decision makers or if your firm is committed to the successful economic transformation of the region, this event will provide valuable exposure for your brand.

Benefits of Sponsoring
• Exposure in front of more than 300 top professionals
• Show your commitment to the economic transformation of the region

Audience Attending
• Local and global business decision-makers in Southeast Michigan
• CEOs
• Governmental leaders
• Working media from Southeast Michigan
• Detroit Regional Chamber Board of Directors

2017 MICHauto Summit: A Conversation on Culture and Careers
MICHauto’s signature event aims to bring stakeholders from the automotive and next generation mobility industries together with college students to have a conversation around culture and careers in Michigan within the automotive, mobility, and technology fields.

MICHauto, together with investors and educators, will share and cross-promote research findings, and initiatives, as well as provide education on the state of the industry and opportunities within Michigan.

Benefits of Sponsoring
• Exposure to automotive OEMs and companies in the supply chain
• Educational Community

Audience Attending
• Executives from automotive OEMs and companies in the supply chain
• Educational Community

Sponsorship Levels
$3,000, $5,000, $7,500, $10,000, $20,000

Sponsorship Levels
$3,000, $5,000, $25,000
State of Education
The 2017 State of Education will offer an analysis of how the Detroit region is performing by providing insights on education legislation, challenges schools currently face and opportunities to ensure success moving forward. In addition, the program will tie into the Chamber Foundations Forward Detroit and Detroit Drives Degrees goals to strengthen the talent pipeline and meet the growing demands of employers in the region.

Over 200 leaders from the higher education, business, government and nonprofit and philanthropic sectors will gather for the revealing of the State of Education report.

Benefits of Sponsoring
• Exposure in front of 200 top professionals
• Show your commitment to the economic transformation of the region and educational landscape

Audience Attending
• Regional and State business decision-makers
• CEOs
• Governmental leaders
• Working media from Southeast Michigan
• Detroit Regional Chamber Board of Directors
• Educational Community

Middle Market CEO Summit
This invite-only exclusive event will bring together CEO’s and C-suite leaders from middle market businesses, to tackle issues of concern for middle market businesses such as succeeding in a global economy, sustainable innovation and growth and the role of the C-suite in cybersecurity. With middle market businesses accounting for approximately 30 percent of employment in Southeast Michigan, we have a unique ability to influence the trajectory of the state.

Building on the second annual CEO leadership event last year, the agenda will feature national and Michigan thought-leaders for an intimate, solutions-based conversation. It will challenge us to think about national, state and local issues. This highly acclaimed event provides you the opportunity to showcase your company to a statewide audience of middle market businesses CEOs and C-suite leaders.

Benefits of Sponsoring
• Receive exposure among decision makers looking for new connections and resources.
• Showcase your support for middle market companies.

Audience Attending
• Highest-ranking c-suite leaders in various middle market businesses.

Sponsorship Levels
$2,000, $6,000

Sponsorship Levels
$10,000–$25,000
Digital Marketing Bootcamp
The Detroit Regional Chamber will host half-day member events per year featuring industry experts, aimed to help small and mid-size businesses. Experts will discuss best practices, tools and tips relating to each topic, including:

Upcoming Dates:
• Digital Marketing Boot Camp — March 2018

Over 150 attendees will also have the opportunity to make connections with fellow industry professionals and further discuss the topic at hand.

Benefits of Sponsoring
• Brand recognition among business decision makers
• Access to new customers
• Networking opportunities
• Distributed content

Audience Attending
• Business decision makers
• Marketing professionals
• New Chamber members
• Business-to-business service providers

Leadership Detroit
Through a sponsorship with the Detroit Regional Chamber’s Leadership Detroit program, your company will gain 10 months of continual exposure with more than 70 of the state’s top decision-makers. With program graduates such as former Gov. Jennifer Granholm, Crain’s Detroit Business vice president Mary Kramer and founding principal and president of Archer Corporate Services Dennis Archer Jr., there’s no other program like it in the region. Get the value your company deserves by gaining visibility in front of a broad spectrum of corporate, civic and community leaders.

Benefits of Sponsoring
• Continual exposure for 10 months with more than 70 of the state’s top decision-makers

Audience Attending
• Emerging, high-potential leaders
• Corporate, civic and community leaders
MICHauto Events
MICHauto hosts quarterly meetings and other events for automotive stakeholders to discuss industry trends, hear from experts and establish connections with peers. These events are typically held in the evening at various locations throughout the region.

Upcoming Dates:
• MICHauto Supplier Fair and Lansing Capitol Reception — May 9, 2018

Benefits of Sponsoring
• Exposure to automotive stakeholders
• Alignment with Michigan’s automotive future

Audience Attending
• Executives from automotive OEMs and companies in the supply chain
• Educational Community

Sponsorship Levels
$750, $3,000, $7,000

HealthForward Health Care Forums
HealthForward hosts forums throughout the year to help transform the health care ecosystem in Southeast Michigan by bringing together the business community and forward-thinking industry leaders to advocate for change in care. HealthForward is made up of over 50 companies that are working together to modernize health care, eliminate health care spending waste and empower consumers to take control of their care. These events are typically held at various locations throughout the region.

Upcoming Dates:
• HealthForward Leaders Dinner - Nov. 15, 2017
• HealthForward Employer Forum Presented by Blue Cross Blue Shield of Michigan and the Detroit Regional Chamber - Jan. 25, 2018

Benefits of Sponsoring
• Exposure to health care industry leaders
• Show your commitment to the transformation of health care in the regions

Audience Attending
• Executives and industry leaders from companies in the health care industry
• Health benefits decision makers from large employers

Sponsorship Levels
$2,500, $5,000, $10,000
Networking Receptions Featuring Regional Leaders

The Detroit Regional Chamber hosts quarterly Networking Receptions showcasing regional leaders from business, government, and civic organizations and their key staff. Attendees spend the evening networking with leaders and Chamber members while hearing remarks from them regarding their progress and future plans. More than 300 Chamber members from companies of all industries and sizes attend, including members of the Chamber’s Board of Directors and other business leaders who support good governance for the region and state.

Three events will be held during the year in the fall, winter, and spring.

Benefits of Sponsoring

- Receive exposure among over 300 Chamber members looking to make new connections, as well as business and government leaders throughout the region.

Audience Attending

- Detroit Regional Chamber Board of Directors
- Chamber members from all industries and sizes
- Business leaders who support good governance for the region

Inside the CEO Mind

Inside the CEO Mind features local stand-out leaders in Southeast Michigan to discuss their personal success story, advice and insight on their particular industry, the Michigan business climate and business strategies for growth and competitiveness. Following the programming presentation, attendees are encouraged to participate in a question-and-answer session with the leader.

This event offers approximately 50 to 100 business executives in the region the opportunity to network and connect with like-minded attendees. Depending on the featured leader, attendees range from various industries including: health care, automotive, talent acquisition, professional services, IT, etc. Sponsors of Inside the CEO Mind gain increased brand awareness and the ability to create a connection with this targeted group.

Upcoming Dates:

- Leslie “Les” and Seth Gold, American Jewelry & Loan — Sept. 19, 2017
- Patricia “Patti” Poppe, President and CEO, Consumer’s Energy — April 19, 2018

Benefits of Sponsoring

- Brand recognition among business decision makers
- Access to new customers
- Networking Opportunities

Audience Attending

- Detroit Regional Chamber Board of Directors
- Chamber members from all industries and sizes
- Business leaders who support good governance for the region

Sponsorship Levels

$1,500, $5,000, $7,500, $12,000, $20,000

Jaques Panis, President, Shinola