



SPONSORSHIP OPPORTUNITIES

MI Bright Future

Growing tomorrow's talent today!

MI Bright Future is an integrated online career development system that allows students to explore career options and connect to local employers. By creating free online profiles, companies can get connected to educators, students and their families. Powered by a technology that Michigan students are already using for education and career planning, MI Bright Future allows students to view these company profiles and access over 20 types of career development opportunities. Companies can, in turn, nourish their talent pipeline by interacting with students throughout the career decision-making process, making their future workforce aware of the training needed for particular occupations and introducing them to the wealth of opportunities in Michigan.



Premier sponsorship - \$25,000 (Three of five available)

- Account manager assigned to assist in managing MI Bright Future (MIBF) at your organization. Account management services include:
 - Phone or in-person check-ups every 60 days
 - Coordination of on-site or in-school activities for students (i.e., liaising with schools to organize bus tours)
 - Development of relationships with particular schools of interest to the sponsor
 - Assistance with internal communications
 - Ensures sponsorship benefits are utilized
- Production of a company or career video to be featured on MIBF profile
- Company-provided banner presented at MIBF events
 - MIBF events i.e., parent/student nights, company breakfasts, networking events
 - MIBF booths i.e., career/college expos, conferences, MIBF sponsored booths, etc.
- Added to media communications contact list
- Picture and quote featured in MIBF newsletter
- Featured in Crain's Business article
- 12-month placement on student access site rotating banner
- 6-time use of broadcast messaging system to students
- 12-time use of broadcast messaging to educators
- 6-time feature in 'Top Stories' section of student-access site with your chosen content
- 10 social media shoutouts on all MIBF and WIN platforms (Facebook, Twitter, Instagram, LinkedIn)
- Company logo on all event materials
- Company logo/link in first row of sponsorship buttons on student-access site homepage
- Company logo/link on homepage of public site
- Company logo/link on sponsorship page of public site
- Company logo on every page of public site (rotating with 4 other premier sponsors)
- Company logo on all marketing materials as premier sponsor
- Featured company profile in MIBF demonstrations (national and local conferences, webinars, etc.)
- Employer testimonial featured on MIBF public site



Diamond level - \$10,000 (Ten available)

- Added to media communications contact list
- Picture and quote featured in MIBF newsletter
- 6-month placement on student-access site homepage rotating banner
- 4-time use of broadcast messaging system to students
- 8-time use of broadcast messaging system to educators
- 4-time feature in 'Top Stories' section of student-access site with your content
- 6 social media "shoutouts" on all MIBF and WIN platforms (Facebook, Twitter, Instagram, LinkedIn)
- Company name on all event materials
- Company name/link on e-blasts and online promotion, including newsletter
- Company logo/link in second or third row of sponsorship buttons on student-access site
- Company logo/link on sponsorship page of public site
- Company logo/link on homepage of public site
- Employer testimonial featured on MIBF public site



Gold level - \$5,000 (Ten available)

- 3-month placement on student access site rotating banner
- 1-time use of broadcast messaging system to students
- 3-time use of broadcast messaging system to educators
- 3-time feature in 'Top Stories' feed of student-access site with chosen content
- Company logo/link in fourth or fifth row of sponsorship buttons on student-access site
- Company logo/link on sponsorship page of public site
- Company name on e-blasts and online promotion, including newsletter



Silver level - \$2,500 (Ten available)

- Chosen month feature on student access site rotating banner
 - 2- time use of broadcast messaging system to educators
 - 2-time feature in 'Top Stories' feed of student-access site with chosen content
 - Company name/link on sponsorship page of public site
 - Company logo/link on sixth or seventh row of student-access site
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Bronze level - \$1,000 (unlimited)

- Company name on sponsorship page of public site
 - 1-time use of broadcast messaging system to educators
 - 1-time feature in 'Top Stories' feed of student access site with chosen content
 - Company logo/link on eighth or ninth row of student access site
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Sterling level - \$500 (unlimited)

- Company name on sponsorship page of public site
- Company name on chosen 'Communities We're In' page of public site
- Company logo on bottom rows of student-access site



Sponsorship Packages

Please see below for the complete list of benefit packages:

Benefit	Premier	Diamond	Gold	Silver	Bronze	Sterling
Account manager	X					
Video production	X					
Company-provided banner @ MI Bright Future community events	X					
Logo placement on all marketing collateral	X					
Crain's feature	X					
Contact list for TV and radio opportunities	X	X				
CEO picture and quote featured in MI Bright Future newsletter	X	X				
Rotating banner on student-access site	12 months	6 months	3 months	1 month of choice		
Broadcast messaging-students	6 times	4 times	1 time			
Broadcast messaging-educators	12 times	8 times	3 times	2 times	1 time	
Top Stories feature on student access site	6 times	4 times	3 times	2 times	1 time	
Social Media Shoutouts/tags	10	6				
Company content actively featured in social media	X					
Listed as sponsor at MI Bright Future events	X	X				
Employer testimonial featured on MI Bright Future Website	X	X				
Student-access site homepage logo/link placement	first row	second row	third or fourth row	fifth or sixth row	seventh or eighth row	bottom row
Public site homepage logo/link placement	X	X	X			
Public site sponsorship page logo/link placement	X	X	X			
Public site sponsorship page name/link placement				X	X	X
Recognized as community sponsor on county page of choice				X	X	X

mibrighfuture.org

If interested in sponsorship, please contact:

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