

CORPORATE SPONSORSHIP PACKAGE

2026 | 2027



LAKESHORE
ADVANTAGE

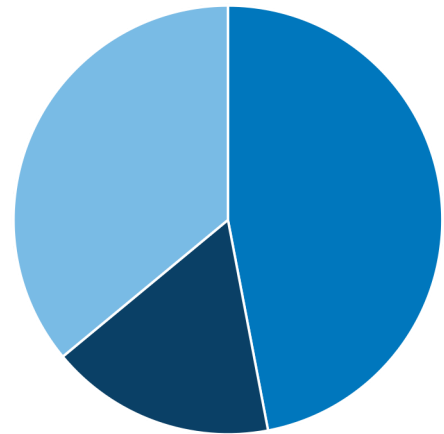
Why should you be a sponsor of a Lakeshore Advantage event?



- Gain exposure to Michigan's top business and community leaders.
- Demonstrate your brand's support of economic growth and prosperity in the community.
- Be recognized as a leader and community steward while attending events that inform and inspire.
- Stay engaged with your investor benefits.

Who Attends Lakeshore Advantage events:

Founders & C-suite Leaders	36%
Senior Level Management	45%
Elected Officials & Community Leaders	19%



Attendees by industry:

Aerospace	Energy & Utilities
Advanced Energy Storage	Fabricated Metal
Advanced Manufacturing	Product Manufacturing
Agribusiness	Financial Services
Automotive Automation	Food Production & Processing
Computer and Electronic Product Manufacturing	Furniture & Related Product Manufacturing
Construction, Architects, Engineering & Consulting	Healthcare
Education	Government & Communities



ANNUAL MEETING

Estimated Guest Count: 300

WINTER

02.04.2027

The Lakeshore Advantage Annual Meeting convenes the organization's investor network and regional leaders for an afternoon of connection, celebration, and conversation. Attendees gain insight into regional impact, economic momentum, and priorities for the year ahead.

PRESENTING SPONSOR

\$10,000

- Exclusive presenting sponsor recognition
- Representative invited to provide opening remarks
- Featured logo recognition across event invitations, event program, registration materials, presentation content, and other event materials
- Opportunity to provide a branded takeaway to attendees
- Two VIP tables for sixteen (16) guests

Deadline: October 9, 2026

VISIONARY AWARD SPONSOR

\$6,000

- Exclusive Visionary Award sponsor recognition
- Representative invited to present the Visionary Award
- Featured logo recognition throughout the Visionary Award experience, including the award video, event program, registration materials, and award presentation content
- Premier table for eight (8) guests

Deadline: October 30, 2026

TABLE SPONSOR

\$1,500

- Sponsor recognition in event program, registration materials, presentation content, and table signage
- Premier table for eight (8) guests

Early Bird Deadline: November 6, 2026 - \$1,000

Deadline: December 18, 2026

LAKESHORE DEVELOPMENT CONNECTION **WINTER**

Estimated Guest Count: 40

EARLY 2027

This curated gathering convenes leaders from construction, development, finance, utilities, and related fields to connect and exchange insights on projects and trends impacting the Lakeshore region. Attendees gain early perspective on development opportunities and engage in meaningful conversation with peers shaping the region's growth.

PRESENTING SPONSOR

\$3,000

- Presenting sponsor recognition
- Opportunity to share thought leadership and industry expertise during the event
- Sponsor insight or quote featured in the post-event recap and shared with the Lakeshore Advantage business community
- Featured logo recognition across event promotions, invitations, communications, registration materials, and presentation content
- Three (3) event tickets

Deadline: TBD

FELLOWS GATHERING

Estimated Guest Count: 80

SPRING

MAY 2027

The Lakeshore Advantage Fellows Gathering is an invitation-only strategic planning event that brings together the organization's founders, past and present board members, and major annual contributors to help shape the region's economic future.

PRESENTING SPONSOR

\$5,000

- Exclusive event sponsorship recognition
- Opportunity to host the event at your facility (subject to approval)
- Representative invited to provide opening remarks
- Featured logo recognition across event promotions, invitations, communications, registration materials, and presentation content

Deadline: TBD



START GARDEN 5X5 NIGHT

Estimated Guest Count: 50

**SPRING
JUNE 2027**

5x5 Night is a high-energy pitch competition where five local entrepreneurs present their ideas in just five minutes, competing for a \$5,000 investment to help bring their vision to life. Selected through community voting, each presenter shares how they will use the funding to take their next big step, followed by networking and the announcement of the winner. Hosted at The Next Center, this event brings together innovators, business leaders, and community members to support and celebrate new ideas.

PRESENTING SPONSOR

\$3,000

- Exclusive presenting sponsor recognition
- Representative invited to provide opening remarks
- Featured logo recognition across event promotions, invitations, communications, registration materials, and presentation content

Deadline: TBD

COMMUNITY BUILDER

\$500

- Sponsor recognition on event registration and presentation materials
- One (1) event ticket

Deadline: TBD



UNLOCKING INNOVATION PANEL EVENT SUMMER

Estimated Guest Count: 40

JULY 2027

Unlocking Innovation is a Lakeshore Advantage investor program focused on practical, real-world AI applications across industries. The moderated panel brings together experienced leaders to share what is working, what has been challenging, and where they see opportunity ahead.

PRESENTING SPONSOR

\$2,000

- Exclusive presenting sponsor recognition
- Featured logo recognition across event promotions, invitations, communications, registration materials, and presentation content
- Three (3) event tickets

Deadline: TBD

TECH WEEK GR ON THE LAKESHORE

Estimated Guest Count: 40

FALL

09.18.2026

Tech Week Grand Rapids is returning to the Lakeshore. Join SURGE and Lakeshore Advantage at the Next Center for a live pitch event where student teams present fast-built tech solutions to real challenges from local employers. It's a high-energy look at how emerging talent, industry insight, and modern tools come together to solve real problems—connecting students, businesses, and the tech-curious in one collaborative space.

PRESENTING SPONSOR

\$3,000

- Exclusive presenting sponsor recognition
- Representative invited to provide opening remarks
- Recognition throughout both the build day and pitch event
- Featured logo recognition across event promotions, communications, registration materials, and presentation content
- Recognition across event promotions, invitations, communications, registration materials, and presentation content

Deadline: July 10, 2026

ELECTED OFFICIALS RECEPTION

Estimated Guest Count: 70

FALL

11.18.2026

An invitation-only reception connecting Lakeshore Advantage investors with state and local elected officials to foster relationships that support a strong and competitive regional economy.

PRESENTING SPONSOR

- Representative invited to provide opening remarks
- Featured logo recognition across event promotions, invitations, communications, registration materials, and presentation content
- Eight (8) event tickets



\$3,000

NETWORKING SPONSOR

- Sponsor recognition within the networking area
- Logo recognition across event invitations, registration materials, and presentation content
- Four (4) event tickets



\$1,500

COMMUNITY BUILDER SPONSOR

- Sponsor recognition on event registration materials and presentation content
- Two (2) event tickets



\$500

Deadline: N/A

NEXT GEN TALENT COUNCIL LEADERSHIP + IMPACT RECEPTION

FALL

Estimated Guest Count: 50

Support the annual Next Gen Talent Council Leadership & Impact Reception, a gathering designed to recognize the accomplishments of Council members and the employers, partners, and community leaders helping shape the future of talent in our region.

The reception provides an opportunity to:

- Celebrate the Council's work and accomplishments throughout the year
- Recognize shared wins and the collective impact of members, employers, and community partners
- Strengthen relationships among emerging professionals, employers, and regional leaders
- Share key takeaways and priorities identified through Council discussions
- Look ahead to emerging opportunities and workforce priorities for the year ahead
- Inspire continued engagement in the region's talent and workforce initiatives

The event reflects the Council's commitment to fostering leadership, belonging, and long-term community investment among the next generation of talent.

This sponsorship positions your organization as a champion of emerging leadership, talent retention, and workforce development across the Lakeshore region.

PRESENTING SPONSOR

\$5,000

- Exclusive presenting sponsor recognition
- Representative invited to provide opening remarks
- Featured logo recognition across event invitations, communications, registration materials, and presentation content

Deadline: TBD

NEXT GEN TALENT COUNCIL HOUSING SESSION

FALL
10.22.2026

Estimated Guest Count: 25

Support the annual Next Gen Talent Council Leadership & Impact Reception, a gathering designed to recognize the accomplishments of Council members and the employers, partners, and community leaders helping shape the future of talent in our region.

SESSION SPONSOR

\$1,000

- Representative to give opening remarks
- Featured logo recognition across event communications and presentation content
- Opportunity for two (2) representatives to attend session
- Opportunity to provide marketing materials and literature to Next Gen Talent Council at the Housing Session

Deadline: September 1, 2026

NEXT GEN TALENT HANDBOOK

WINTER

Print Count: 500+

Support the development, printing, and distribution of the Next Gen Talent Council HR Playbook, a practical resource designed for Lakeshore Advantage's Primary Employers.

This Playbook translates real insights from emerging workers into clear, actionable guidance across key topics like career pathways, housing, childcare, and workplace experience. This sponsorship positions your organization as a leader in listening to talent and turning insight into meaningful action for the region's workforce.

Content will include:

- Professional Development
- Career Pathing & Advancement
- Internships & Early Career Experience
- Housing
- Childcare
- Placemaking & Community Amenities

The Playbook is intended to help employers:

- Better understand emerging worker needs and expectations
- Make informed, people centered talent decisions
- Strengthen retention by aligning workplace practices with lived experience

EXCLUSIVE UNDERWRITER

\$12,000

- Recognized as the exclusive underwriter of the Next Gen Talent Council Talent Playbook
- Featured logo recognition in the print and digital versions of the Talent Playbook and related communications
- Visibility among employers, community partners, and regional leaders through a key workforce and talent resource
- Four (4) tickets to the 2027 Lakeshore Advantage Annual Meeting

Deadline: TBD





ANNUAL REPORT - 2026

WINTER

Print Count: 500+

The Annual Report provides a comprehensive look at Lakeshore Advantage's role in growing, planning, and solving for the region's economy. It outlines measurable impact, regional collaboration, and the organization's approach to guiding long-term growth, talent attraction, and innovation, and is used by Lakeshore Advantage as a key resource in executive-level meetings and strategic discussions.

EXCLUSIVE UNDERWRITER

\$6,000

- Recognized as the exclusive underwriter of the Lakeshore Advantage Annual Report
- Featured logo recognition in the print and digital versions of the Annual Report and related communications
- Recognized in the "Year in Review" video
- Visibility among Lakeshore Advantage investors, partners, and regional leaders through one of the organization's premier annual publications
- Four (4) tickets to the 2027 Lakeshore Advantage Annual Meeting

Deadline: October 30, 2026



For additional information on sponsorships or events:

Sarah Keely, Events Coordinator

616.772.5226, ext. 1018

Email: sarah.keely@lakeshoreadvantage.com



**LAKESHORE
ADVANTAGE**