

For more than 100 years, the Citizens Research Council of Michigan's unbiased research and analysis on the effectiveness and efficiency of all levels of government in Michigan has had a **big impact** on the state's public policies, but **we couldn't do it without** financial support from individuals, companies, and foundations who value our work. Please consider becoming a sponsor of our 2020 Public Policy Event, knowing that our recent work was made possible in no small measure by last year's sponsors.

2020 in-depth Publications (available free of charge at www.crcmich.org):

- **Michigan Budget Growth Fueled by Federal Dollars** (April 2020)
- **Districts Get Creative to Cope with Declining Student Enrollment** (March 2020)
- **Improving Oversight of Michigan Charter Schools and Their Authorizers** (February 2020)
- **Overcoming Barriers for the Underemployed: Opportunities for Michigan to Grow, Leverage its Labor Force** (January 2020)

The pandemic changed the Research Council's focus from in-depth publications to research insights related to how COVID-19 is impacting Michiganders. Here is a list of recent 2020 topical blogs:

- **COVID-19 will lower State revenue sharing dollars to local governments** (June 5)
- **The challenges and precaution of borrowing to stabilize the State Budget** (June 3)
- **COVID-19 recession is affecting Michigan local governments in unusual ways** (May 28)
- **Michigan deserves a professional public health workforce** (May 27)
- **Large amounts of federal COVID-19 funding directed to Michigan, yet still unmet needs** (May 21)
- **Public sector fiscal health afflicted by virus** (May 18)
- **Will property taxes be immune to the effects of COVID-19?** (May 13)
- **All of Michigan still at risk from COVID-19** (May 7)
- **Local government jobs to be hit hardest by the Pandemic** (May 4)
- **Public sector fiscal health afflicted by virus** (April 30)
- **Will property taxes be immune to the effects of Covid-19?** (April 22)
- **All of Michigan still at risk from COVID-19** (April 20)
- **Local government jobs to be hit hardest by the Pandemic** (April 17)
- **Pandemic threatens Detroit's fiscal recovery** (April 13)
- **Adapting Michigan's sunshine laws to the cloud of the coronavirus** (April 6)
- **Coronavirus and the state budget: What's at stake** (March 30)
- **Public transit in the time of coronavirus** (March 24)
- **Now is not the time for pork-barrel spending** (March 18)
- **Paid sick leave is part of coronavirus defense strategy** (March 9)

Praise from our fans! Why they support the Citizens Research Council:

"Your analysis of the Michigan ballot proposals - the best available, as always."

"Your organization does important work."

"To support CRC's good work"

"Excellent non-partisan policy research"

"CRC's help for local governments to navigate the impact of the pandemic."

"CRC is an important resource."

"Fact based analysis and reporting"

"Needed now more than ever"

"Good materials and webinars"

"Faith in your independent and unbiased reporting on issues facing Michigan citizens"

"I care about the future of Michigan."

Become a 2020 Public Policy Event Sponsor and help us provide the Facts that Matter for all Michiganders.

Sponsorship Levels and Benefits

COVID-19 Survival Sponsor - \$30,000

- Opportunity to speak and to provide a prerecorded message to air during the event
- Recognition during the event by name and in the 2020 Annual Report
- Unlimited registrations to the event ^
- Priority logo placement on all thank you live event recognition, on the online event registration webpage, and
- Logo included on the invitation sent to Michigan business, community, and political leaders *
- Quote in news release and “thank you” social media post
- Full-page full-color ad in the event program

Keynote Presenting Sponsor - \$20,000

- Opportunity to introduce keynote speaker
- Recognition during the event by name and in the 2020 Annual Report
- Unlimited registrations to the event ^
- 2nd tier logo placement on all thank you live event recognition, on the online event registration webpage, in the program, and in the 2020 Annual Report
- Logo included on the invitation sent to Michigan business, community, and political leaders *
- Mention in news release and “thank you” social media post
- Half-page full-color ad in the event program

Panel or Q & A Presenting Sponsor - \$15,000

- Opportunity to introduce panel or Q&A Session
- Recognition during the event by name and in the 2020 Annual Report
- Unlimited registrations to the event ^
- 3rd tier logo placement on all thank you live event recognition, on the online event registration webpage, in the program, and in the 2020 Annual Report
- Logo included on the invitation sent to MI business, community, and political leaders *
- Mention in news release and “thank you” social media post
- 1/4-page full-color ad in the event program

Diamond Sponsor - \$10,000

- Unlimited registrations to the event ^
- 4th tier logo placement on all thank you live event recognition, on the online event registration webpage, in the program, and in the 2020 Annual Report
- Logo included on the invitation sent to Michigan business, community, and political leaders *
- Mention in news release and “thank you” social media post

Platinum Sponsor - \$5,000

- Unlimited registrations to the event ^
- 5th tier logo placement on all thank you live event recognition, on the online event registration webpage, in the program, and in the 2020 Annual Report
- Logo included on the invitation sent to Michigan business, community, and political leaders *

Gold Sponsor - \$2,500

- Unlimited registrations to the event ^
- 6th tier logo placement on all thank you live event recognition, in the program, and in the 2020 Annual Report
- Logo included on the invitation sent to Michigan business, community, and political leaders *

Silver Sponsor - \$1,000

- Unlimited registrations to the event ^
- 7th tier name placement on all thank you live event recognition, in the program, and in the 2020 Annual Report
- Logo included on the invitation sent to Michigan business, community, and political leader

^ A Virtual program will be emailed to all registrants along with login information.

* If pledged before the invitation print deadline of August 31, 2020.



38777 Six Mile Rd., Suite 208, Livonia, MI 48152-3974

Citizens Research Council's 2020 Virtual Public Policy Event Thursday, October 22 • 6:00 – 7:30 PM

SPONSORSHIP PLEDGE FORM

Please sign us up for the selected sponsorship.

Contact Name & Title _____

Company/Organization _____

Address _____

City, State, Zip code _____

Phone _____ E-mail _____

Signature _____

Payment Options: Check Enclosed Invoice Credit Card (go to: <https://www.crcmich.org/donate>)

√	Recognition Level	Minimum Commitment
<input type="checkbox"/>	Covid-19 Survival Sponsor (1)	\$30,000
<input type="checkbox"/>	Keynote Presenting Sponsor (1)	\$20,000
<input type="checkbox"/>	Panel Presenting Sponsor (1)	\$15,000
<input type="checkbox"/>	Q & A Presenting Sponsor (1)	\$15,000
<input type="checkbox"/>	Diamond Sponsors (Unlimited)	\$10,000
<input type="checkbox"/>	Platinum Sponsors (Unlimited)	\$5,000
<input type="checkbox"/>	Gold Sponsors (Unlimited)	\$2,500
<input type="checkbox"/>	Silver Sponsors (Unlimited)	\$1,000

Please email current color logo as jpeg or eps file to Annie Burns at aburns@crcmich.org

Audience: Invitations are mailed first class to our mailing list (almost 1,900 contacts) and sent to our email list (more than 3,100 emails). These lists include an influential audience of state and local officials, corporate and foundation representatives, and concerned citizens. Each attendee will have access to a program, and sponsors will be recognized during the event and in our 2020 Annual Report.

Deadlines: Your sponsorship commitment must be received by the following dates to be recognized on promotional material:

In Mailings:

Invitations (sent first class)

by August 31, 2020

During Event:

Program*

by September 21, 2020

Make checks payable to: Citizens Research Council of Michigan

Mail to: Citizens Research Council of Michigan, 38777 Six Mile Rd., Suite 208, Livonia, MI 48152-3974

Questions? Call the Citizens Research Council at 734-542-8001 or email aburns@crcmich.org

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