



Event Sponsorships (more than one available at all levels)

Donor Levels and Benefits

2024 Annual Public Policy Event

Our annual event on Monday, September 16, 2024, at the Kellogg Center in East Lansing will honor Mark A. Murray for his work at Grand Valley State University and as Michigan State Treasurer and Kathleen Wilbur for her time director of several state departments in the Engler administration and at CMU and MSU with the Eugene A. Gargaro Public Service Award for their dedication to promoting good governance and sound public policy in Michigan.

Public Service Award Sponsor - \$30,000

- Opportunity to speak during the program and recognized as Public Service Award Sponsor.
- Quote in the news release announcing the event.*
- Priority logo placement on the online event registration page.
- Individualized thank you social media post by the Citizens Research Council.
- Recognition in the 2024 Annual Report.
- Priority logo placement on the invitation sent to over 4,000 Michigan business, community, and political leaders.*
- Priority logo placement on thank you boards and in the event program.**
- Table of 8 at the event.

Keynote/Panel Sponsor - \$20,000

- Opportunity to introduce panelists and recognized as a Keynote/panel sponsor.
- Mention in the news release.*
- Recognized as Q&A Sponsor.
- Logo on the online event registration page.
- Individualized thank you social media post by the Citizens Research Council.
- Recognition in the 2024 Annual Report.
- Logo on the invitation sent to over 4,000 Michigan business, community, and political leaders.*
- Logo on thank you boards and in event program.**
- Table of 8 at the event.

Q & A Sponsor - \$15,000

- Mentioned in the news release.*
- Recognized as Q&A Sponsor.
- Recognition by name during the event program.
- Logo on the online event registration page.
- Included in the after-event thank you social media post by the Citizens Research Council.
- Recognition in the 2024 Annual Report.
- Logo on the invitation sent to over 4,000 Michigan business, community, and political leaders.*
- Logo on Thank You boards and in event program.**
- Table of 8 at the event.

Diamond Sponsor - \$10,000

- Recognition by name during the event program.
- Logo on the online event registration page.
- Included in the after-event thank you social media post by the Citizens Research Council.
- Recognition in the 2024 Annual Report.
- Logo on the invitation sent to over 4,000 Michigan business, community, and political leaders.*
- Logo on thank you boards and in event program.**
- Table of 8 at the event.

Platinum Sponsor - \$5,000

- Logo on the online event registration page.
- Included in the after-event thank you social media post by the Citizens Research Council.
- Recognition in the 2024 Annual Report.
- Logo on the invitation sent to over 4,000 Michigan business, community, and political leaders.*
- Logo on thank you boards and in event program.**
- Table of 8 at the event.

Gold Sponsor - \$2,500

- Included in the after-event thank you social media post by the Citizens Research Council.
- Recognition in the 2024 Annual Report.
- Printed name on the invitation sent to over 4,000 Michigan business, community, and political leaders.
- Printed name on thank you boards and in event program.**
- 6 tickets (3/4 of a table) to the event.

Silver Sponsor - \$1,000

- Recognition in the 2024 Annual Report.
- Printed name on thank you boards and in event program.**
- 4 tickets (1/2 of a table) to the event.

Individual Tickets are \$150 each

* If pledged before July 19, 2024.

** If pledged before September 6, 2024.

Sponsor Benefits - 2024 Annual Public Policy Dinner

Our annual event on Monday, September 16, 2024, at the Kellogg Center in East Lansing will honor Mark A. Murray for his work at Grand Valley State University and as Michigan State Treasurer and Kathleen Wilbur for her time director of several state departments in the Engler administration and at CMU and MSU with the Eugene A. Gargaro Public Service Award for their dedication to promoting good governance and sound public policy in Michigan.

Sponsor Levels	Public Service Award \$30,000	Keynote/Panel Sponsor \$20,000	Q & A Sponsor \$15,000	Diamond Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000
Opportunity to speak during the program and recognized as Public Service Award sponsor.	X						
Opportunity to introduce panelists and recognized as Keynote/Panel Sponsor.		X					
Recognized as Q&A Sponsor.			X				
Recognition by name during the event	X	X	X	X			
Inclusion in event news release (Commitment must be received by 7/19/24)	Quote	Mention	Mention	Mention			
Logo on online event registration page	Priority	2 nd Tier	3 rd Tier	4 th Tier	5 th Tier		
"Thank you" social media post by the Council in recognition of sponsorship	Individualized	Individualized	Group Mention	Group Mention	Group Mention	Group Mention	Group Mention
Recognition in the 2024 Annual Report	X	X	X	X	X	X	X
Logo placement on printed materials:							
Invitations (Commitment must be received by 7/19/24)	Logo	Logo	Logo	Logo	Listed	Listed	
Program Book and Thank You poster boards at event (Commitment must be received by 9/6/24)	Priority Placement Logo	2 nd Tier Placement Logo	3 rd Tier Placement Logo	4 th Tier Placement Logo	5 th Tier Placement Logo	6 th Tier Placement Listed	7 th Tier Placement Listed
Event registrations (a link to register will be sent prior to the event)	Table of 8	Table of 8	Table of 8	Table of 8	Table of 8	¾ a Table 6 seats	½ a table 4 seats

Individual tickets will be available when invitations are sent in early August



Citizens Research Council’s 2024 Public Policy Event
Monday, September 16, 2024 • Kellogg Center, East Lansing, MI

5:00PM Reception • 6:00PM Dinner

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 Request Invoice Credit Card (go to: <https://www.crcmich.org/donate>)

√	Recognition Level	Minimum Commitment
	Public Service Award Sponsor	\$30,000
	Keynote Presenting Sponsor	\$20,000
	Panel Presenting Sponsor	\$15,000
	Q & A Presenting Sponsor	\$15,000
	Diamond Sponsor	\$10,000
	Platinum Sponsor	\$5,000
	Gold Sponsor	\$2,500
	Silver Sponsor	\$1,000

Please indicate how to recognize sponsorship in print material and online:

Audience: Invitations are mailed first class to our mailing list and sent to our email list. These lists include an influential audience of state and local officials, corporate and foundation representatives, and concerned citizens. Each attendee will be provided a program, and sponsors will be recognized during the event and in our 2024 Annual Report.

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

- Invitations (sent first class) by July 21, 2024
- Thank You Boards & Program by September 6, 2024

Please email current color logo as a jpeg or eps file to Anne Wardle awardle@crcmich.org

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 Citizens Research Council at 734-542-8001