



2026 Digital Sponsorship Package Podcast • Newsletter • Webinar

The Citizens Research Council of Michigan delivers independent, nonpartisan public policy research that informs Michigan decision makers and the public. We use digital platforms, including podcasts, newsletters, and webinars, to share research, announce events, and provide timely public policy insight. Digital sponsorship is a civic leadership partnership that supports trusted, fact-based analysis and offers year-round visibility to a high trusted audience.

Newsletter- ~3500+ Subscribers |
~ open rate 49%
41 issues published in 2025

Podcast – 19 Episodes in 2025 |
~112 downloads per episode

Webinars – 5 in 2025
~48 Live viewers
~104 views per session

Digital Partnership Levels

Full Sponsorship Packages

Digital Presenting Partner - \$15,000

- Presenting partner across podcasts, newsletters, and webinars for 12 months*
- Priority logo placement on digital materials
- Individualized thank-you social media post
- Recognition in the Annual Report
- One dedicated thank you social media post
- Exclusive policy briefing for up to 15 guests with leadership and/or researcher

Digital Partner - \$7,500

- Sponsor recognition across two channels for 12 months*, choose one: podcasts, newsletters, webinar
- Logo placement on webinar registration and promotional materials and in the newsletter sponsor area
- Group format social media recognition
- Recognition in the Annual Report
- Small group briefing for up to 8 guests with leadership and/or Researcher

Digital Supporter - \$5,500

- Choose one: Podcasts, Newsletters, or Webinars Series sponsorship for 12 months*
- Logo placement and sponsor acknowledgment on the selected platform
- Recognition in the Annual Report

Supporting Partner - \$3,000

- Sponsor recognition across digital materials where applicable
- Group format social media recognition
- Recognition in the Annual Report

A La Carte Packages

Webinar Underwriter - \$2,000

- Verbal sponsor recognition during opening remarks
- Logo on the registration page and selected webinar materials
- Inclusion in group thank you social media recognition
- Recognition in the Annual Report

Podcast Episode Underwriter - \$1,500

- Sponsor acknowledgment at the beginning and end of the episode
- Logo on the episode web page
- Inclusion in group thank you social media recognition
- Recognition in the Annual Report

Newsletter Issue Underwriter - \$1,000

- Logo placement in one weekly newsletter issue
- Sponsor acknowledgment line in that issue
- Inclusion in group thank you social media recognition
- Recognition in the Annual Report

Digital Bundle - \$4,000

- One podcast episode sponsor
- One newsletter issue sponsor
- One webinar sponsor
- Cross platform recognition and Annual Report listing

* Amounts may be prorated for partial year



Citizens Research Council's 2026 Digital Sponsorship 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: www.crcmich.org/donate)

√	Full Sponsor	Minimum Commitment
	Digital Presenting Partner	\$15,000
	Digital Partner	\$7,500
	Digital Supporter	\$5,500
	Supporting Partner	\$3,000
	A La Carte	
	Webinar Underwriter	\$2,000
	Podcast Episode Underwriter	\$1,500
	Newsletter Issue Underwriter	\$1,000
	Digital Bundle	\$4,000

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

Audience: Newsletters are distributed electronically every other week to a growing list of subscribers (currently 3,500+ subscribers). Trustees, directors, and funders also receive newsletters in the weeks between distribution to the board audience.

Podcasts are recorded for all Reports (5-10 per year) and most Briefs (25-30 per year). They are posted to several platforms with many followers on each platform.

Webinars are broadcast for most reports (5-10 per year). Audience sizes have ranged from ~25 – 400+ people. They also are posted to YouTube and viewed asymmetrically.

Please email current color logo as a jpeg or eps file to Rhonda Parker at rparker@crcmich.org

Pay online: <https://crcmich.org/donate/donate-support-give>

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 Rhonda Parker at 734-542-8001