



The nonprofit Citizens Research Council of Michigan is an Experienced, Thoughtful, Nonpartisan Voice that Stands for Good Policy

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 2021 Public Policy Event, knowing that our recent work was made possible in no small measure by last year's sponsors.

We promote efficiency, effectiveness, and accountability in government operations through our work in five critical areas:

1. Monitor trends in state and local finances
2. Analyze the structure and organization of government
3. Conduct deep-dive studies of major public policy issues
4. Identify options to address policy concerns
5. Inform and educate public officials and concerned citizens

In 2020, we published the following in-depth reports:

- Overcoming Barriers for the Underemployed
- Improving Oversight of Michigan Charter Schools and Their Authorizers
- Districts Get Creative to Cope with Declining Student Enrollment
- Michigan Budget Growth Fueled by Federal Dollars
- The Covid-19 Recession Imperils the State's Cash Position

We published brief research on our blog addressing topics such as Covid-19, November's Ballot Proposals, the Michigan Constitution, City Income Taxes, Education Funding, and more!

All of our research is available on our website, www.crcmich.org

Join our supporters and become a 2021 Public Policy Event Sponsor to help us provide the facts that matter!

"I care about the future of Michigan"

"Your organization does important work"

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

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

"Needed now more than ever"

"CRC is an important resource"



Sponsor Benefits 2021 Virtual Public Policy Event

This event will be held on October 7, 2021, at the MotorCity Casino for those who wish to join our honoree Mayor Dennis Archer. Guests are asked to arrive at 4:00 for the live event broadcast that will be shared online for guests who cannot attend in person. Heavy hors d'oeuvre and drinks will be served. RSVPs Required.

Sponsor Levels* *More than one available. Choice of introduction based on date of pledge (first pledge, first choice).	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 introduce Mayor Archer or provide a prerecorded 2-minute video*	Introduce Mayor Archer or 2-minute prerecorded video						
Opportunity to introduce part of the program*		Keynote or Panelists	Q & A				
Recognition by name during the event	X	X	X				
Inclusion in news release	Quote	Mention	Mention	Mention			
Logo linked to corporate website 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	X	X	X	X	X		
Recognition during the event and in 2021 Annual Report	X	X	X	X	X	X	X
Logo placement on:							
Invitations (Commitment must be received by 8/20/21)	Logo	Logo	Logo	Logo	Logo	Printed Name	
Online Thank You recognition (Commitment must be received by 9/21/21)	Priority	2 nd Tier	3 rd Tier	4 th Tier	5 th Tier	6 th Tier	7 th Tier
Virtual Program book emailed to all participants (Commitment must be received by 9/21/21)	Logo	Logo	Logo	Logo	Logo	Logo	Printed Name
Online event registrations (a link to login will be sent one week prior to the event)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Number of tickets to the in-person event	10+ more upon request	10+ more upon request	10	10	8	6	4

2021 Annual Public Policy Event

This event will be held on October 7, 2021, at the MotorCity Casino for those who wish to join our honoree Mayor Dennis Archer. Guests are asked to arrive at 4:00 for the live event broadcast that will be shared online for guests who cannot attend in person. Heavy hors d'oeuvre and drinks will be served. RSVPs Required.

Public Service Award Sponsor - \$30,000 ♣

- Opportunity to provide a prerecorded 2-minute introduction of honoree Mayor Dennis Archer who will be receiving the Eugene A. Gargaro Service Award (if desired) or a 2-minute video on why you support the Research Council to air during the event
- Recognition during the event by name
- Unlimited registrations to the event ♥
- Priority logo placement on all thank you live event recognition, on the online event registration webpage, in the virtual program book, and in the 2021 Annual Report
- Logo included on the invitation sent to Michigan business, community, and political leaders ♦
- Quote in news release individualized "thank you" social media posts
- 10+ tickets to the in-person event (more upon request) ♠

Keynote/Panel Sponsor - \$20,000 ♣

- Opportunity to provide 1-2-minute introduction of U.S. Energy Secretary Jennifer Granholm, moderator or one of the panelists (donor's choice)
- Recognition during the event by name
- Unlimited registrations to the event ♥
- 2nd tier logo placement on all thank you live event recognition, on the online event registration webpage, in the virtual program book, and in the 2021 Annual Report
- Logo included on over 4,000 invitations mailed and emailed to over 3,000 Michigan business, community, and political leaders ♦
- Mention in news release individualized "thank you" social media posts
- 10+ tickets to the in-person event (more upon request) ♠

Q & A Sponsor - \$15,000 ♣

- Guaranteed opportunity to provide introduction of Q & A moderator and open Q & A session with first question
- Recognition during the event by name
- 3rd tier logo placement on all thank you live event recognition, on the online event registration webpage, in the virtual program book, and in the 2021 Annual Report
- Unlimited registrations to the event ♥
- 3rd tier logo placement on all thank you live event recognition, on the online event registration webpage and in the program
- Logo included on over 4,000 invitations mailed and emailed to over 3,000 Michigan business, community, and political leaders ♦
- Individual "thank you" social media posts
- 10 tickets to the in-person event ♠

Diamond Sponsor - \$10,000

- Opportunity to provide a prerecorded 1-2-minute video shown during the event
- Unlimited registrations to the event ♥
- 4th tier logo placement on all thank you live event recognition, on the online event registration webpage and in the virtual program book, and in the 2021 Annual Report
- Logo included on over 4,000 invitations mailed and emailed to over 3,000 Michigan business, community, and political leaders ♦
- Mention in "thank you" social media posts
- 10 tickets to the in-person event ♠

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, and in the virtual program book, and in the 2021 Annual Report
- Logo included on over 4,000 invitations mailed and emailed to over 3,000 Michigan business, community, and political leaders ♦
- 8 tickets to the in-person event ♠

Gold Sponsor - \$2,500

- 10 registrations to the event ♥
- 6th tier logo placement on all thank you live event recognition, on the online event registration webpage, and in the virtual program book, and in the 2021 Annual Report
- Printed name included on over 4,000 invitations mailed and emailed to over 3,000 Michigan business, community, and political leaders
- 6 tickets to the in-person event ♠

Silver Sponsor - \$1,000

- 4 registrations to the event ♥
- 7th tier name placement on all thank you live event recognition, on the online event registration webpage, and in the virtual program book, and in the 2021 Annual Report
- 4 tickets to the in-person event ♠

♣ More than one available. Choice of introduction based on date of pledge (first pledge, first choice).

♦ If pledged before the invitation print date of August 20, 2021.

♥ A link to log on will be provided one week prior to the event.

♠ Unlimited online registrations available.



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

Citizens Research Council's 2021 Public Policy Event
Thursday, October 7 • 4:30 – 6:30 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
	Public Service Award Sponsor (1)	\$30,000
	Keynote Presenting Sponsor (1)	\$20,000
	Panel Presenting Sponsor (1)	\$15,000
	Q & A Presenting Sponsor (1)	\$15,000
	Diamond Sponsors (Unlimited)	\$10,000
	Platinum Sponsors (Unlimited)	\$5,000
	Gold Sponsors (Unlimited)	\$2,500
	Silver Sponsors (Unlimited)	\$1,000

Please email current color logo as jpeg or eps file to Katelyn Hatton khatton@crcmich.org

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 have access to a program, and sponsors will be recognized during the event and in our 2021 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 6, 2021

During Event:

Program by September 16, 2021

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 khatton@crcmich.org