



SPONSORSHIP OPPORTUNITIES

ECONOMIC AND BUSINESS OUTLOOK

NOVEMBER 10, 2022

ECONOMIC AND BUSINESS OUTLOOK

Presented by the Michigan Chamber and Michigan Bankers Association

November 10, 2022, 9:00 - 11:00 a.m.
FREE Virtual Event



MICHIGAN
CHAMBER
of Commerce

mba
Michigan Bankers Association

Join hundreds of executives and other business and community leaders from across the Great Lakes State to explore the key and emerging economic and business trends impacting business growth and success in 2023 and beyond. This always highly anticipated event will look at the data and leading indicators related to our regional, state and national economies while delving into ways businesses can adapt in these transformational times. You won't want to miss this timely discussion!

AGENDA

9:00 - 9:05 A.M. WELCOME

9:05 - 9:45 A.M. MICHIGAN 2023: AN ECONOMIC AND BUSINESS OUTLOOK

The expansion that followed the "great recession" is approaching its tenth birthday. While the first five years were fixated with reaching "normalcy", the focus has shifted to concern over whether the maturing of the expansion is setting the stage for a recession. In this session, Dr. Roger Tutterow provides a timely overview of the national, regional and state economy. Special emphasis will be placed on evidence of resurgence in the manufacturing sector, the outlook for consumer spending and the retail sector, the role of currency valuation on the balance of trade, the ongoing normalization of interest rates and monetary policy, performance of real estate markets and the implications of ongoing changes in the political and regulatory climate for the financial services industry.

9:45 - 10:30 A.M. BUSINESS PAIN POINTS: ARE SOLUTIONS ON THE HORIZON?

Historic inflation. Workforce shortages. Supply chain chaos. Rising energy costs. Fast-changing and emerging technologies. Reimagining workplace settings and adapting to evolving employee preferences. Signs of a looming recession. These are just some of the pressing issues facing Michigan businesses. This panel discussion will examine the key data and trendlines on these top challenges and explore how organizations can work through them to harness opportunities and find continued success.

10:30 - 10:55 A.M. BUILDING MICHIGAN'S ECONOMIC FUTURE

11:00 A.M. ADJOURN



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OUTLOOK

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PRESENTING SPONSOR - AMOUNT: \$15,000 (Exclusive)

- Opportunity to provide opening remarks and promote your organization
- Top logo recognition as Presenting Sponsor on all online and social marketing materials for the event
- Verbal recognition as Presenting Sponsor during the event
- Opportunity to distribute downloadable promotional materials to each attendee pre- or post-event
- One banner ad on event website
- Thank you recognition on the MI Chamber website and social
- First right of refusal for 2023 Economic and Workforce Summit
- Logo and link on event mobile app
- Half page full-color ad in mbaBanking, the official publication of the MI Bankers Association (MBA)
- Banner ad in BankBeat, the MBA's weekly electronic newsletter
- Attendee list provided
- Customized invitations for easy registration to share with employees and customers with official branding

PLATINUM SPONSOR - AMOUNT: \$10,000 (Two available)

- Opportunity to introduce keynote speaker or panel session
- Logo recognition on online and social marketing materials, including digital advertising
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- Opportunity to distribute downloadable promotional materials to each attendee pre- or post-event
- Digital ad on event website
- Thank you recognition as a Speaker Sponsor on the MI Chamber website with your company logo or link
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GOLD SPONSOR - AMOUNT - \$7,500

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SILVER SPONSOR - AMOUNT: \$5,000

- Logo recognition on online and social marketing materials, including digital advertising
- Verbal recognition during the event
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- Customized invitations for easy registration to share with employees and customers with official branding

BRONZE SPONSOR - AMOUNT: \$2,500

- Recognition on online and social marketing materials, including digital advertising
- Verbal recognition during the event
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SUPPORTING SPONSOR - AMOUNT: \$1,000

- Recognition on online and social media channels for the event series
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