

Michigan ATHENA Series



Event Dates

Virtual Programming:

March 26, Dec. 17

In-Person Leadership Summit:

Sept. 10 | Lansing, MI

ATHENA Amplified Networking Events:

Jan. 23, May 15, Sept. 10, Nov. 13

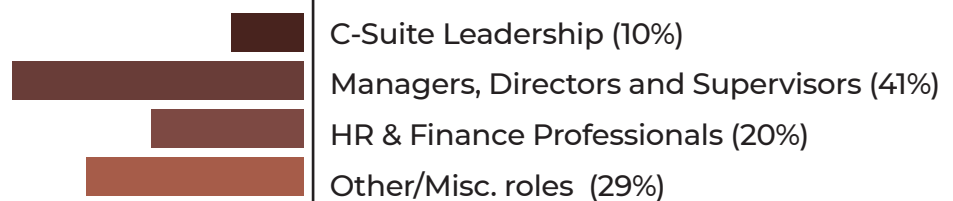
A look into Michigan ATHENA



The in-demand and fast-growing Michigan ATHENA Series is a program centered on empowering women at all career levels by providing opportunities to learn, collaborate and network. MI ATHENA programming consistently draws maximum capacity crowds and consists of free, virtual webinars on key and emerging topics, plus our in-person Michigan ATHENA Leadership Summit. New this year are in-person networking opportunities around the state to help build meaningful relationships with fellow business and community leaders. Programming is focused on the ATHENA Leadership Model which identifies eight distinct characteristics women can use to lead: living authentically, continually learning, advocating fiercely, acting courageously, fostering collaboration, building relationships, giving back, and celebrating.



Audience:



Michigan ATHENA Series

Programming Snapshot

Virtual Programming Tentative Session Topics:

- Bridging the Gap: Mastering Multigenerational Management in Leadership
- Leading with Empathy: Mental Health in the Modern Workplace

ATHENA Amplified Networking Events:

New for 2025, help bring in-demand networking opportunities around the state. Beyond the chance to power meaningful relationship building, each event will feature a short keynote on a hot topic. Examples include:

- Negotiating Salaries and Promotions
- Overcoming Imposter Syndrome
- Navigating Career Transitions

New for 2025

Newsletter banner ads in MI ATHENA Newsletter

Gain visibility in our engaging monthly newsletters, reaching a targeted audience eager for fresh content. Connect with potential customers directly in their inboxes — secure your spot today!

- Customized, clickable ad in monthly electronic newsletter to network of 3,000+ strong
- \$800 for one / \$1,500 for three

2024 Attendee Feedback:

“Love the strength and energy this community brings.”

“It is always amazing and inspirational to hear from women who have worked their way up. To understand that the feelings and emotions I have are not unique to me”

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Sponsorship Levels

	Diamond \$20,000	(2) Presenting \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	(2) Lunch \$1,000	(1) Caffeinator \$500
Exclusive sponsorship level + first right of refusal on 2026 sponsorship	★							
List of attendees including name, title and company	★							
Recognized with sponsor level on all marketing and event materials	★	★						
Opportunity to provide opening or closing remarks	★	★						
Logo recognition on custom centerpieces	★	★						
One advertising opportunity in ATHENA newsletter	★	★	★					
Opportunity to distribute downloadable materials to all Leadership Summit attendees	★	★	★	★				
Sponsor branded invites	★	★	★	★	★			
Opportunity to distribute swag to all participants (for Leadership Summit)	★	★	★	★	★	★		
"Thank You" recognition on the Michigan Chamber platforms	★	★	★	★	★	★	★	★
Event registrations included (for Leadership Summit)	1 Table	6	5	4	3	2	1	1

For more information, contact Amanda Toy, VP of membership and partnerships, at atoy@michamber.com or (517) 371-7642.