

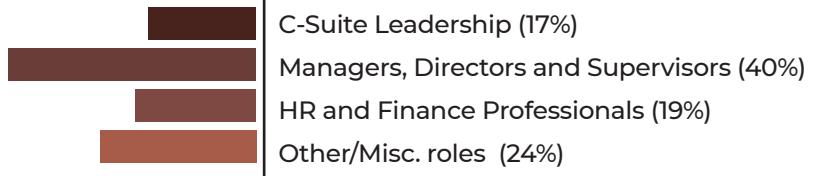
# Michigan ATHENA Series



# 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, networking opportunities across the state and our in-person Michigan ATHENA Leadership Summit. 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:



## 2025 Attendee feedback

**“The event was very informative and gave me a lot of great ideas on new ways to interact with every generation of employees.”**

**“Thank you for the diversity of speakers!”**

**“Having the opportunity to meet great new people and make new connections for my business!”**

**“The conversations... [are] so informative and relatable.”**



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## Programming Snapshot

### Virtual Programming

#### Tentative Session Topics:

- **Jan. 21, 2026** | New Year, New Leadership Strategies
- **March 18, 2026** | Burnout, Boundaries and Balance: What Mental Wellness Means for High-Achievers
- **July 22, 2026** | Speaking Up
- **Oct. 14, 2026** | Bold Reinvention Continued

### ATHENA Amplified

#### Networking Events:

New for 2026, help bring in-demand networking opportunities around the state.

- **January** | Vision Board Party
- **April** | ATHENA Ally Night
- **July** | Sip and Strategize
- **October** | Members-Only Gathering at Conference
- **November** | ATHENA Gives Back

### Additional Sponsorship Opportunity: MI ATHENA Newsletter Banner Ads

Gain visibility in our engaging monthly newsletters, reaching a targeted audience eager for fresh content. With a customizable, clickable ad in the newsletter, you'll reach a network of 3,000 + strong.

- \$800 per ad or \$1,500 for a bundle of three.

### Northern Conference

Crystal Mountain, Thompsonville, MI  
Oct. 7-9, 2026

This annual conference is back and bigger than ever. Soon to be an unforgettable three-day leadership experience in the heart of Northern Michigan, where women leaders come together to connect, grow and ignite lasting impact. From fireside networking and inspiring keynotes to skill-building workshops and wellness sessions, this immersive retreat blends professional development with personal renewal.

Attendees will explore bold leadership strategies, build powerful networks and celebrate the achievements of trailblazing women across Michigan. With curated tracks in leadership, career growth and sustainable success — plus optional outdoor adventures, local flavors and the signature ATHENA Awards Luncheon — this event is designed to empower women to lead with clarity and purpose.

Contact [Becky Burtka](#) for more information on additional sponsorship opportunities for the Conference.

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## Sponsorship Levels

	Diamond \$20,000	Presenting \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Exclusive sponsorship level + first right of refusal on 2026 sponsorship	★					
List of attendees including the name, title and company	★					
Lead one ATHENA webinar or breakout session	★					
Opportunity to provide remarks on webinars and at Northern Conference	★	★				
Exclusive access to VIP reception at Northern Conference	★	★				
Opportunity to host an event at sponsor's business	★	★				
Recognized as a premier sponsor on all marketing and event materials	★	★	★			
Recognized at 2026 Northern Conference as premier sponsors	★	★	★			
Recognition as an ATHENA Champion with website badge and social recognition	★	★	★			
Event registrations included at Northern Conference	<b>8</b>	<b>4</b>	<b>2</b>			
One featured spotlight in monthly ATHENA newsletter	★	★	★	★		
Opportunity to distribute downloadable materials to series attendees	★	★	★	★	★	
Live recognition during the series	★	★	★	★	★	★
Sponsor branded invites	★	★	★	★	★	★
"Thank you" recognition on Michigan Chamber platforms	★	★	★	★	★	★

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