

Underwriting Opportunities

Partner with the MI Chamber to Amplify Your Brand

Unlock exclusive underwriting opportunities through "Mi Business Matters", a trusted platform to help elevate your brand, expand your reach and showcase your leadership across Michigan. With over 2,500 downloads per episode — our podcast connects with engaged, statewide audiences, giving you the visibility and credibility to stand out. Position your company at the forefront of your field and captivate listeners in a meaningful, lasting way.

PRESENTING LEVEL

\$10,000 – 2 AVAILABLE (OR \$15,000 EXCLUSIVE FOR 12 MONTHS)

- Premium Brand Recognition:** Exclusive "Brought to you by..." acknowledgment at the beginning and end of each podcast episode.
- Prominent Digital Placement:** Clickable logo featured on the podcast's official landing page.
- Year-Round Marketing Exposure:** Inclusion in all podcast-related email campaigns and social media posts throughout the underwriting term.
- Thought Leadership Opportunity:** Option for six branded tapings with distribution across all major platforms. Additionally, you'll receive a featured segment on "Michigan's Big Show," including a podcast clip aired on the program, followed by a live interview with host Michael Patrick Shiels.

SUPPORTING LEVEL

\$3,500

- Prominent Digital Placement:** Clickable logo featured on the podcast's official landing page.
- Brand Recognition:** Acknowledgments in three episodes throughout the sponsorship term.
- Marketing Exposure:** Inclusion in three podcast-related email campaigns and social media posts throughout the underwriting term.
- Thought Leadership Opportunity:** Option for three in-studio recordings with professional production, distributed across major podcast platforms. You'll also receive access to shareable links for repurposing your content across other channels.

EPISODE LEVEL

\$1,800

- Exclusive Episode Sponsorship:** Recognition as the sole underwriter of one podcast episode, with brand mentions at the beginning and end.
- Tailored Content Collaboration:** Joint selection of an episode theme aligned with the key interests — such as a specific policy issue, industry trend or area of expertise.
- Targeted Promotional Visibility:** Logo and mentions included in episode related email and social media post.