



GREAT LAKES
ECONOMIC FORUM
CHICAGO | APRIL 26-28, 2015

From Partnership Flows Prosperity.

SPONSORSHIP & PARTNERING PACKAGES

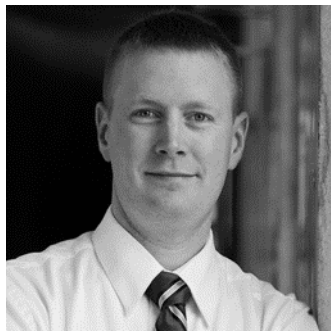
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“We invite you to help shape the future of the Great Lakes Region.”



MARK FISHER. CHIEF EXECUTIVE OFFICER



Mark Fisher was appointed Chief Executive Officer of the Council of the Great Lakes Region by the Council's board in 2014. Mark is a seasoned professional with 13 years of experience in policy-making, strategic business planning, corporate communications, stakeholder engagement,

public advocacy, and issues management. He brings a wealth of experience in international affairs, with a focus on advancing the United States-Canada relationship in the areas of trade, security, natural resource development and environmental protection. He also brings extensive experience providing advice to key decision-makers and influencers, including the Prime Minister of Canada, provincial premiers and ministers, parliamentarians, and C-level executives from the private and not-for-profit sectors.

CGLR BOARD OF DIRECTORS

The CGLR's Board of Directors oversees the activities of the Council.

John Austin (Director)

Director, Michigan Economic Center at Prima Civitas

Laura Dawson (General Secretary)

President, Dawson Strategic

Dorian Dickinson (Director)

Founding Partner, Great River Creative, LLC

Renato Discenza (Director)

President & CEO, Invest Toronto

Ted Gruetzner (Director)

Vice-President, Ontario Power Generation

Jacque Hoornweg (Director)

Professor, Durham College

David Kocan (Director)

Professor of Law, Case Western Reserve Law School

Matthew Mendelsohn (Chair)

Founder, Mowat Centre at the School of Public Policy & Governance

Michael Parks (Vice Chair)

Admiral (Retired), Ninth Coast Guard District

Hon. James S. Peterson P.C. (Director)

Counsel at Fasken Martineau; former federal Minister & Secretary of State

David Ullrich (Director)

Executive Director, Great Lakes & St. Lawrence Cities Initiative

Diane Wilhelmy (Director)

Various high-ranking civil servant positions in the Government of Quebec

About the Great Lakes Economic Forum



THE COUNCIL OF THE GREAT LAKES REGION IS PROUD TO HOST THE FIRST EVER GREAT LAKES ECONOMIC FORUM IN 2015.

THREE DISTINCT VENUES

The Great Lakes Economic Forum features three distinct elements: panels and discussions with Canadian and U.S. thought leaders; keynote luncheons; and the Great Lakes Dinner and Awards Ceremony.

REACHING HUNDREDS OF LEADERS

The Forum will provide an ideal venue for leaders from around the Great Lakes Region to share ideas and insights that will help shape public policy, boost the region's competitive edge and secure its long-term success.

BENEFITS

- **Promote your brand and message** among this elite audience
- **Connect with key players** in the Great Lakes Region business community
- **Learn about cutting-edge research** and hear from thought leaders and economic experts on important **issues that will affect the Great Lakes Region—and your business**
- **Make your voice heard** among the 300+ decision-makers attending the Forum from sectors of government, academia, non-profit organizations and business
- **Engage in a bi-national economic agenda** to deepen cross-border and cross-sector partnerships
- **Help to strengthen** the Region's prosperity and sustainability, retain and expand existing businesses, while attracting new investment and jobs
- **Have influence over public policy** through a unified voice and future plan

With opportunities designed to meet every budget and marketing objective, our team will work with you to ensure your sponsorship investment accomplishes your goals and delivers maximum value.

Supporting the Forum



Supporting the Forum is all about gaining privileged access to government, business, NGO and academic leaders of the Great Lakes Region.

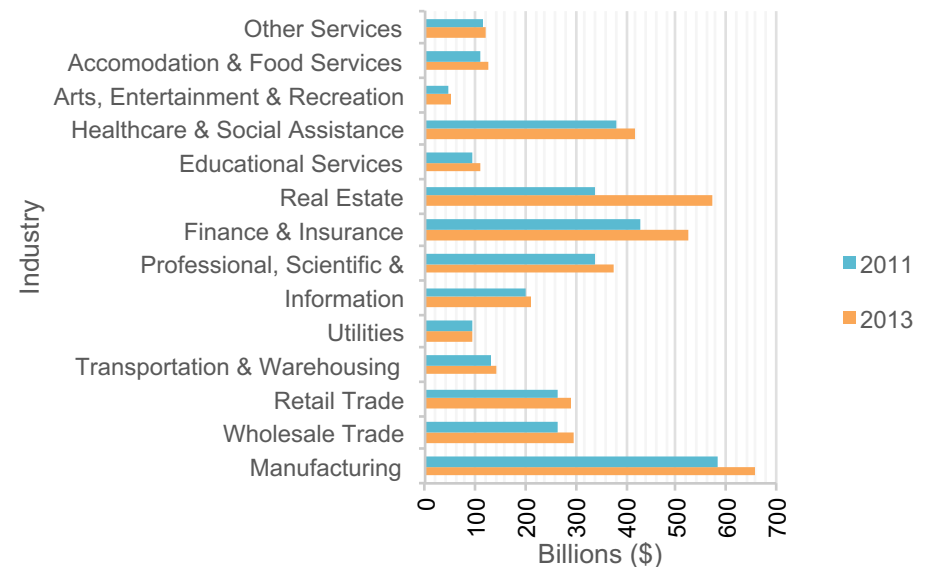
It is one of the most influential economic zones in the world, whose influence stretches far beyond its borders.

BENEFITS

- Take advantage of a unique opportunity to introduce your organization to the regional leaders
- Capitalize on exceptional visibility
- Contribute the success of the event
- Support the industries in the Great Lakes region

Investing in the future of the Great Lakes can help your organization take control of its future in the region.

GDP PER GREAT LAKES INDUSTRY (2011 & 2013)



Source: World Business Chicago: Great Lakes & St. Lawrence Region, 2013 Economic Profile Update

Organizers



The 2015 Great Lakes Economic Forum is proudly hosted by the Council of the Great Lakes Region (CGLR).

CGLR brings together stakeholders from the private, public, and not-for-profit sectors to advance effective, coordinated, and broadly shared responses to the region's common challenges, such as:

- Water levels & climate change
- Infrastructure modernization
- Travel & tourism
- Energy
- Cross-border trade
- Workforce development
- Security

The Council's activities include:

- Convening cross-sectoral dialogues and coordinating public outreach campaigns on issues of broad interest to the region
- Developing region-wide strategies
- Hosting networking events and conferences
- Preparing major research papers
- Managing online social and organizational networking space for the region

Founded in 2013 by the Mowat Centre at the University of Toronto, and the Canadian-United States Law Institute between Case Western Reserve University and the University of Western Ontario, CGLR is the only bi-national organization that is thinking strategically about the Great Lakes Region as region and cultivating a strong, unified voice.



PAST SPONSORS



Alliance for the Great Lakes
Binational Tourism Alliance
Buffalo Niagara Partnership
Centre for Engineering and Public Policy, McMaster University
Consulate General of Canada in Detroit
Council of Great Lakes Industries
Council of the State Governments
Dawson Strategic
Diane Wilhelmy
DLA Piper LLP (US)
Erie County Industrial Development Agency
Fasken Martineau DuMoulin LLP
Georgian Bay Forever
Government of Ontario
Greater Niagara Chamber of Commerce
Great Lakes Commission
Great Lakes Futures Roundtable
Great Lakes Hazard Coalition

Great Lakes International Trade and
Transportation Hub
Great Lakes Metro Chambers Coalition
Great Lakes and St. Lawrence Cities Initiative
Healing Our Waters-Great Lakes Coalition
Marc Hudon
International Joint Commission
Michigan Economic Center
Milwaukee Water Council
Ministère des Relations internationales, Délégation du Québec à
Chicago
Ontario Chamber of Commerce
Phillips Lytle LLP
Rick Findlay
Shedd Aquarium
Skidmore, Owings & Merrill
U.S. Coast Guard 9th District
U.S. Consulate General, Toronto



Canada



Participants

The 2015 Great Lakes Economic Forum brings together hundreds of C-suite executives, government officials, leading academics and members of the NGO community who have a stake in the Great Lakes Region.

EXPECTED ATTENDANCE

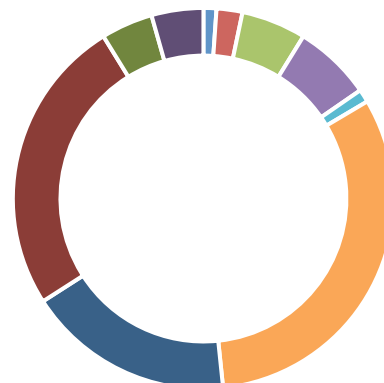
+300 Participants

REGIONS REPRESENTED

Illinois
Indiana
Michigan
Minnesota
New York
Ohio
Pennsylvania
Wisconsin
Ontario
Quebec

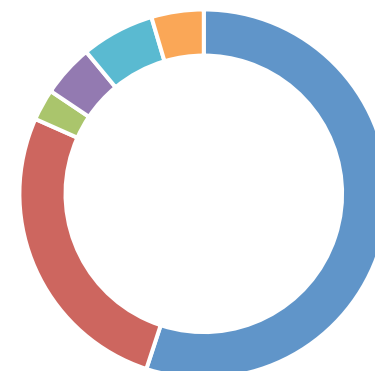


PARTICIPANTS BY ECONOMIC SECTOR



- Accommodation & Food Services
- Arts, Entertainment & Recreation
- Educational Services
- Finance & Insurance
- Information
- Non-Profit
- Professional, Scientific & Technical Services
- Public Administration
- Transportation & Warehousing
- Utilities

PARTICIPANT PROFILE



- Private Industry
- Non-Profit
- Federal Government
- State/Provincial Government
- Municipal Government
- Academia

Promotion

CGLR has set out a comprehensive communication plan to reach to ensure the attendance of industry leaders at the forum and the ability to promote the Forum's sponsors.

INTEGRATED. TARGETED. COMMUNICATIONS.



Dedicated Website



Media Relations



Social Media



Promotion



Newsletters

Sponsorship and Partnership Opportunities



PACKAGES DESIGNED FOR YOU

Includes exposure before, during and after the Forum in CGLR promotions.

FORUM SPONSOR

Platinum

Gold

EVENT SPONSOR

Networking Reception

Breakfast

Health Breaks

Dossier Kit

Panel Discussions

State of the Great Lakes Economy Session

Great Lakes Policy Leaders Roundtable

Keynote Address: From Partnership Flows Prosperity

Keynote Address: The United States-Canada Relationship – Taking Care of Business

Keynote Address: The Great Lakes-St. Lawrence Region – Our Gateway to Continental and Global Markets

Great Lakes Ambassadors Gala Dinner

Business Roundtable: Creating a Transformational Bi-national Economic Agenda Discussion

Sponsorship and Partnership Opportunities



PLATINUM \$30,000

As a Platinum sponsor your organization will receive:

PROMINENT RECOGNITION:

- Exclusive exposure among the Forum's 300+ attendees
- Prominent exposure at the Networking Reception
- Prime placement in all Forum marketing materials (print, online and social media)
- Full page ad in the Forum program guide
- Podium acknowledgment during the opening and closing ceremonies
- Recognition and logo in post-Forum fulfillment report
- One-year CGLR corporate membership

VIP ACCESS:

- Four Forum passes
- Preferred seating at all Forum events
- Prime logo placements throughout the venue
- Advance invitation to participate in future Forums and partnership opportunities

GOLD \$15,000

As a Gold sponsor your organization will receive:

PROMINENT RECOGNITION:

- Exclusive exposure among the Forum's 300+ attendees
- Prime placement in all Forum marketing materials (print, online and social media)
- Full page ad in the Forum program guide
- Recognition and logo in post-Forum report
- Prime logo recognition in the Forum program guide
- One-year CGLR corporate membership

Sponsorship and Partnership Opportunities



GREAT LAKES AMBASSADORS GALA \$17,000

As a sponsor at the Great Lakes Ambassadors Gala, you will receive exposure among the Forum's 300+ attendees, as well as the following:

PRIVILEGES:

- Recognition as a dinner sponsor during the session (print and digital)
- Half-page ad in Forum program guide
- Recognition in all Forum marketing materials (print, online and social media)
- One-year corporate membership

TRANSFORMATIONAL BI-NATIONAL DISCUSSION \$15,000

As a sponsor of this discussion, you will have prominent exposure during a key roundtable on boosting the region's competitiveness and securing its long-term success.

PRIVILEGES:

- Recognition as a discussion sponsor during the session (print)
- Placement of company logo in Forum program guide
- Half-page ad in Forum program guide
- Special signage featuring the sponsor's logo (print and digital)
- One-year CGLR corporate membership

Sponsorship and Partnership Opportunities



STATE OF THE GREAT LAKES ECONOMY SESSION \$15,000

As sponsor of this event, you will have exclusive exposure among the Forum's 300+ attendees, as well as the following:

PRIVILEGES:

- Recognition as event sponsor during the session's opening remarks
- Special signage featuring the sponsor's logo (print and digital)
- Exposure of your logo throughout the Forum
- Half-page ad in Forum program guide
- Recognition in all Forum marketing materials (print, online and social media)
- One-year CGLR corporate membership

Sponsorship and Partnership Opportunities



PANEL DISCUSSION \$7,500 EACH

As a sponsor, you will receive prominent exposure at the Panel Discussion of your choosing, with the following:

PRIVILEGES:

- Recognition as Panel Sponsor during the session's opening remarks
- Special signage featuring your logo during the session (print and digital)
- Exposure of your logo throughout the Forum
- Half-page ad in Forum program guide
- Recognition in all Forum marketing materials (print, online and social media)
- One-year corporate membership

NINE PANEL DISCUSSIONS WILL BE HELD ACROSS 2 DAYS, ADDRESSING THE FOLLOWING TOPICS:

- Advanced Manufacturing
- Infrastructure Modernization and Financing
- Great Lakes Energy Future
- Multimodal Logistics
- Workforce Development and Labor Mobility
- Economic Clusters and Corridors
- Border Management
- Regulatory Cooperation
- The Blue Economy

GREAT LAKES LEGISLATORS ROUNDTABLE \$5,000

As a sponsor, you will receive prominent exposure at the Legislators Roundtable Discussion, with the following:

PRIVILEGES:

- Special signage on tables during Legislators Discussion
- Exposure of sponsor logo on screens during Legislators Discussion
- Placement of sponsor's logo in Forum program guide
- Acknowledgment of sponsor during Legislators Discussion announcement
- One-year corporate membership

Sponsorship and Partnership Opportunities



KEYNOTE LUNCHEON \$10,000

From Partnership Flows Prosperity

As the Keynote Luncheon sponsor, you will have exclusive exposure among the Forum's 300+ attendees, as well as the following:

PRIVILEGES:

- Opportunity to make a podium presentation on behalf of your organization
- Acknowledgment of sponsor during Keynote Luncheon announcement
- Placement of company logo in Forum program guide
- Special signage on tables during luncheon
- Exposure of sponsor logo on screens during Keynote Luncheon
- One-year corporate membership

KEYNOTE LUNCHEON \$10,000

United States-Canada Relationship – Taking Care of Business

As the Keynote Luncheon sponsor, you will have exclusive exposure among the Forum's 300+ attendees, as well as the following:

PRIVILEGES:

- Opportunity to make a podium presentation on behalf of your organization
- Acknowledgment of sponsor during Keynote Luncheon announcement
- Placement of company logo in Forum program guide
- Special signage on tables during luncheon
- Exposure of sponsor logo on screens during Keynote Luncheon
- One-year corporate membership

Sponsorship and Partnership Opportunities



KEYNOTE BREAKFAST \$10,000 **THE GREAT LAKES-ST. LAWRENCE REGION –** **OUR GATEWAY TO CONTINENTAL AND GLOBAL MARKETS**

As the Keynote breakfast sponsor, you will have exclusive exposure among the Forum's 300+ attendees, as well as the following:

PRIVILEGES:

- Opportunity to make a podium presentation on behalf of your organization
- Acknowledgment of sponsor during Keynote Breakfast announcement
- Placement of company logo in Forum program guide
- Special signage on tables during breakfast
- Exposure of sponsor logo on screens during Keynote Luncheon
- One-year corporate membership

BREAKFAST \$5,000

As the Breakfast sponsor, you receive prominent exposure among the Forum's 300+ attendees, as well as the following:

PRIVILEGES:

- Acknowledgment of sponsor during Breakfast
- Placement of sponsor's logo in Forum program guide
- Special signage on tables during breakfast
- Exposure of sponsor logo on screens during Breakfast
- One-year corporate membership

Sponsorship and Partnership Opportunities



DOSSIER KIT \$10,000

As the sponsor, you receive exclusive branding rights to the dossier and lanyards distributed to Forum's 300+ attendees:

- Exclusive logo placement on the dossier and materials inside (note pad, pen, etc.)
- Prominent logo placement in Forum program guide
- Recognition in all Forum marketing materials (print, online and social media)
- Exclusive logo placement on lanyards
- Prominent logo placement in Forum program guide
- One-year corporate membership

NETWORKING RECEPTION \$2,000

As a sponsor of the Networking Reception, you will have prominent exposure among the Forum's 300+ attendees, as well as the following:

- Acknowledgment of sponsor during Reception
- Placement of company logo in Forum program guide
- One-year corporate membership

HEALTH BREAKS \$1,000

As a Health Break sponsor, you will have prominent exposure among the Forum's 300+ attendees, as well as the following:

- Logo on signage during Health Breaks
- Placement of company logo in Forum program guide

Sponsorship and Partnership Opportunities



PARTNERSHIPS

Partnership and in-kind opportunities are available, with benefits negotiated on a case-by-case basis.

Benefits may consist of a combination of the following:

- Complimentary tickets to the Forum
- Special recognition on signage throughout Forum, or at specific events
- Prominent logo placement in Forum program guide
- Recognition in all Forum marketing materials (print, online and social media)

CURRENTLY CGLR IS LOOKING TO SECURE THE FOLLOWING PARTNERS:

- Media Partner
- Official Travel Partner
- Beverage Partner for the Great Lakes Dinner and Awards Ceremony

Sponsorship and Partnership Opportunities



OTHER SPONSORSHIP OPPORTUNITIES WITH CGLR

SUSTAINING SPONSOR: \$25,000 PER YEAR

- 3 year commitment
- Select recognition and benefits at all CGLR events
- One-year corporate membership

PROJECT SPONSOR

- Access to cutting edge research and thought leaders

CGLR MEMBER

- Discount to attend CGLR events
- Opportunity to write story for CGLR website
- Participation in CGLR Working Group and Advisory Council meetings
- Corporate/Public Sector \$1000; Not-for-profit \$350; Individual \$150



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RESERVE NOW!

To book a sponsorship package, discuss a customized sponsorship/partnership opportunity, or obtain more information contact:

Mark Fisher

mark@councilgreatlakesregion.org

613-668-2044

Learn more about the Great Lakes Economic Forum at:

www.GreatLakesEconomicForum.com

Learn more about Council of the Great Lakes Region at:

www.CouncilGreatLakesRegion.org