



2022



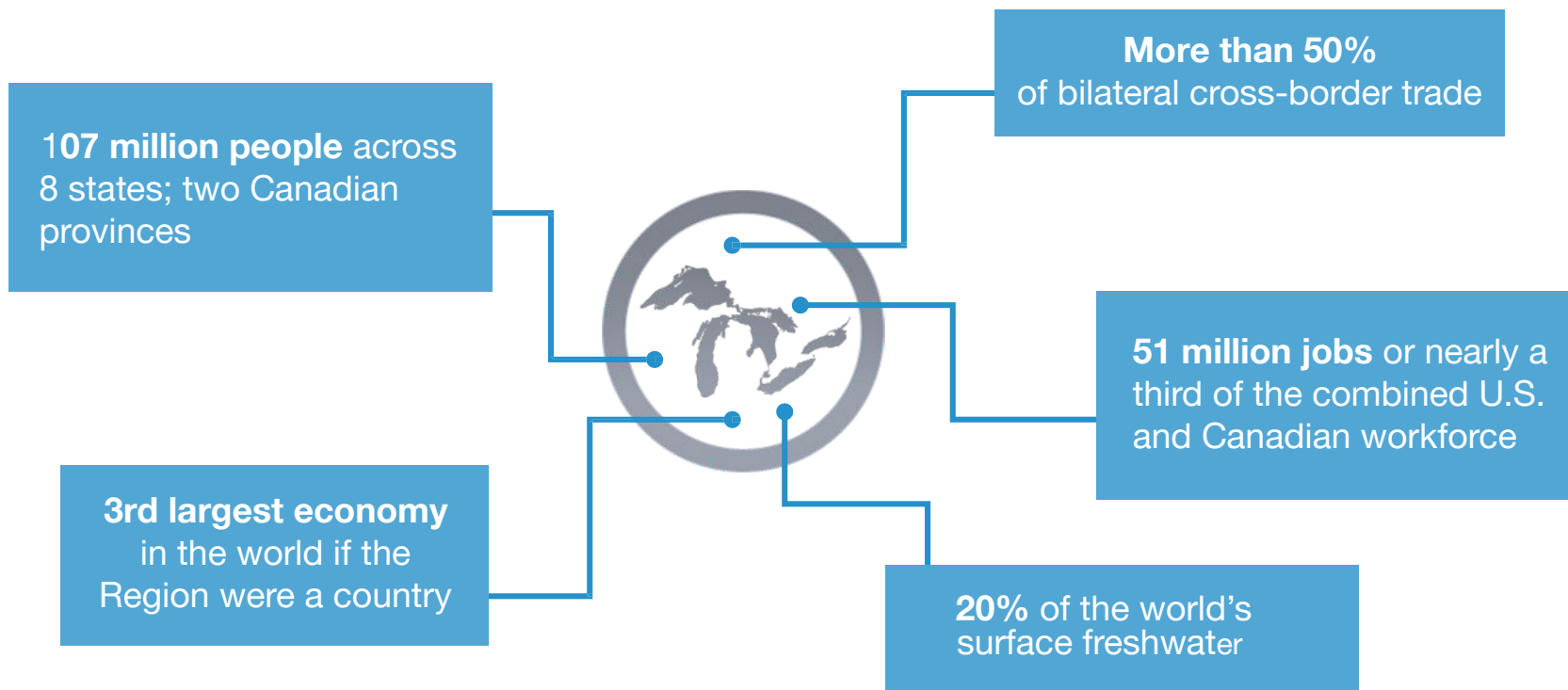
COUNCIL OF THE GREAT LAKES REGION  
BUILDING OUR FUTURE TODAY  
Discover. Connect. Influence.

# Great Lakes Economic Forum

## PARTNERSHIP OPPORTUNITIES

# The Great Lakes Economic Region

## A KEY DRIVER OF ECONOMIC GROWTH & SUSTAINABILITY





## CONFERENCE DETAILS

---

### DATE

June 26 - 28, 2022

### VENUE

DoubleTree Hotel Magnificent Mile

### OPENING RECEPTION

TBC

400+ Participants

# Are You Ready To Build Our Future?

---

This partnership package is your invitation to be a part of the next **Great Lakes Economic Forum**, the only conference in the binational Great Lakes economic region that brings together leaders from all levels of government, industry, academia, and the non-profit sector to share the latest ideas and strategies on strengthening the region's long-term competitiveness and sustainability by creating our future economy today, improving individual well-being and prosperity, and protecting the Great Lakes for generations to come. If you can't find the right partnership opportunity, we can tailor a package according to your needs and budget.

# Why Sponsor?

**THIS IS AN OPPORTUNITY FOR YOU TO STAND OUT AND BE HEARD IN THE MOST IMPORTANT ECONOMIC REGION & WATERSHED IN NORTH AMERICA. DISTINCT BENEFITS OF SPONSORING THE FORUM INCLUDE:**



- **Connecting with key players** from government, business and academia in the bi-national Great Lakes region.
- **Promoting your brand and message** among this elite audience
- **Providing thought leadership** on important issues that will affect the region's economic success and sustainability.
- **Showcasing your organization** among decision-makers and attendees participating in the Forum.
- **Reaching a targeted audience** to directly communicate your key messages and interests.
- **Influencing regional and national public policy discussions impacting the region** by developing a unified regional voice on key issues.

# The Audience

The Forum attracts delegates and expert speakers from the bi-national Great Lakes economic region and beyond, and is typically attended by more 400+ senior decision-makers and advisors from government, industry, academia and the non-profit sector.

Launched in Chicago in 2015, the annual Forum is founded on the principal that by creating a stronger and more dynamic culture of collaboration in the bi-national Great Lakes economic region, the region can become the most prosperous, innovative, sustainable, welcoming and livable place in the world.

Overall  
Satisfaction  
**4.4 out of 5**

## DELEGATE TESTIMONIALS

---

*"I met fascinating individuals committed to the success and sustainability of the Great Lakes region. We discussed possible research collaboration and knowledge sharing. It was very worthwhile."*

*"The meetings I had in the hallways were very very productive."*

*"The Great Lakes are and will continue to be significantly impacted by all who work and live in the region - across all economic sectors. It is incumbent on all of us to engage with the broader community, strengthen partnerships and enable collaboration."*

# 2019 Forum Attendee Profile

## WHO IS ATTENDING?

25%

C-Level Executive

24%

Director

14%

Manager

14%

Government Policy Advisor

11%

Vice President

4%

Ambassador & Consul General

5%

Professor/Researcher

3%

Consultant

## INDUSTRIES REPRESENTED



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



# 2022



# Partnership Levels

**PARTIALLY  
SOLD**

## Co-Host Sponsor

**\$50,000**

**Available: 1 of 2**



### PROMINENT RECOGNITION

- Deliver opening or closing remarks or join a panel
- Prime placement in marketing materials
- Custom e-mail to promote your sponsorship
- Full-page advertisement in Forum program
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Eight Forum registrations
- VIP table seating during key Forum sessions
- Preferred logo placement throughout venue
- Tailored 15% discount code for your clients



# Partnership Levels

## Catalyst Sponsor

**\$15,000**

**Available: 3 of 4**



### PROMINENT RECOGNITION

- Introduce a plenary session speaker or moderator
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom email to promote your sponsorship
- Full-page advertisement in Forum program
- Acknowledgment throughout Forum
- Prime logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Eight complimentary Forum registrations
- Preferred seating during key plenary sessions
- Prime logo placement throughout venue
- Tailored 15% discount code for your clients

# Partnership Levels

**SOLD**

## Dinner Sponsor

**\$10,000**

**Available: 1 of 1**



### PROMINENT RECOGNITION

- Deliver opening remarks at the dinner
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom email to promote your sponsorship
- Full-page advertisement in Forum program
- Acknowledgment throughout Forum
- Prime logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Six complimentary Forum registrations
- Head table seating during dinner; Preferred seating during plenary sessions
- Prime logo placement throughout venue
- Tailored 15% discount code for your clients

# Partnership Levels

## Lunch Sponsor

**\$10,000**

**Available: 2 of 2**



### PROMINENT RECOGNITION

- Introduce keynote luncheon speaker
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom email to promote your sponsorship
- Half-page advertisement in Forum program
- Recognition during sponsored session/break
- Prime logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Four complimentary Forum registrations
- Preferred seating during plenary events
- Head table during lunch
- Prime logo placement throughout venue
- Tailored 15% discount code for your clients

# Partnership Levels

## Reception Sponsor

**\$7,500**

**Available: 2 of 2**



### PROMINENT RECOGNITION

- Deliver reception opening remarks
- Visible placement in marketing materials
- Custom email to promote your sponsorship
- One-third page advertisement in Forum program
- Recognition during sponsored session/break
- Visible logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Three complimentary Forum registrations
- Preferred seating during plenary sessions
- Head table during reception
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients

# Partnership Levels

**PARTIALLY  
SOLD**

## Breakfast Sponsor

**\$6,000**

**Available: 1 of 2**



### PROMINENT RECOGNITION

- Deliver breakfast opening remarks
- Visible placement in marketing materials
- Custom email to promote your sponsorship
- One-third page advertisement in Forum program
- Recognition during sponsored session/break
- Visible logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Two complimentary Forum registrations
- Preferred seating during plenary sessions
- Head table during breakfast
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients

# Partnership Levels

## Plenary and Sector Dialog Breakout Panel Sponsor

---

**\$5,000**

**Available: 17 of 17**



### PROMINENT RECOGNITION

- Introduce the moderator and panel topic
- Visible placement in marketing materials
- Custom email to promote your sponsorship
- One-third page advertisement in Forum program
- Recognition during sponsored session
- Visible logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- Two complimentary Forum registrations
- Preferred seating during sponsored panel session
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients



# Partnership Levels

**SOLD**

## Wi-Fi Sponsor

**\$3,000**

**Available: 1 of 1**



Be recognized as the exclusive provider of the Forum's wireless connection – allowing participants to live tweet the event and connect to their office.

### **PROMINENT RECOGNITION**

- Two Forum registrations
- Visible seating during Forum sessions
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients
- Custom email to promote your sponsorship

# Partnership Levels

## Networking Break Sponsor

**\$2,000**

**Available: 2 of 3**



### PROMINENT RECOGNITION

- Visible placement in marketing materials
- Quarter-page advertisement in Forum program
- Recognition during sponsored break
- Visible logo placement in post-Forum thank you email
- Recognition on GLEF website

### VIP ACCESS

- One complimentary Forum registration
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients

# Our Partners & Sponsors

WE VALUE STRONG, ONGOING RELATIONSHIPS WITH EACH OF OUR FINANCIAL CONTRIBUTORS AND WE WORK CLOSELY WITH THEM TO ENSURE THEY RECEIVE A GOOD RETURN ON THEIR INVESTMENT.



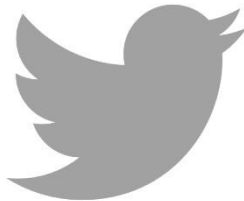
# Event Promotion

**THE COUNCIL HAS SET OUT A COMPREHENSIVE COMMUNICATION PLAN TO REACH AN EXTENSIVE AND DIVERSE AUDIENCE IN THE GREAT LAKES AND ST. LAWRENCE REGION THAT ENABLES THE COUNCIL TO PROVIDE A HIGHLY- VISIBLE PLATFORM FOR PROMOTING THE FORUM AND ITS PARTNERS.**

## **INTEGRATED • TARGETED • COMMUNICATIONS**



**Dedicated Website**



**Social Media**



**E-Marketing**



**Media Relations**



COUNCIL OF THE GREAT LAKES REGION

BUILDING OUR FUTURE TODAY

Discover. Connect. Influence.

**Mark Fisher**

**President and CEO**

**(613) 668-2044**

**[mark@councilgreatlakesregion.org](mailto:mark@councilgreatlakesregion.org)**

---

3247 Clearwater Crescent  
Ottawa, Ontario, K1V 7S3

11075 East Blvd. Room #245A  
% Canada-US Law Institute  
Cleveland, Ohio 44106

## About CGLR

---

CGLR is a binational network of three entities: CGLR Canada, a not-for-profit corporation; CGLR USA, a 501c6 trade association; and, the CGLR Foundation, a 501c3 public charity. Together, CGLR is dedicated to deepening the United States-Canada relationship in the Great Lakes economic region. Its focus is on creating a stronger, more dynamic culture of collaboration in harnessing the region's economic strengths and assets, improving the well-being and prosperity of the region's citizens, and protecting the Great Lakes for future generations. It achieves this through policy research and programs, connecting regional leaders through the Forum and sector dialogs, and acting as a strong voice for the region's varied economic, social and environmental interests.