

2020

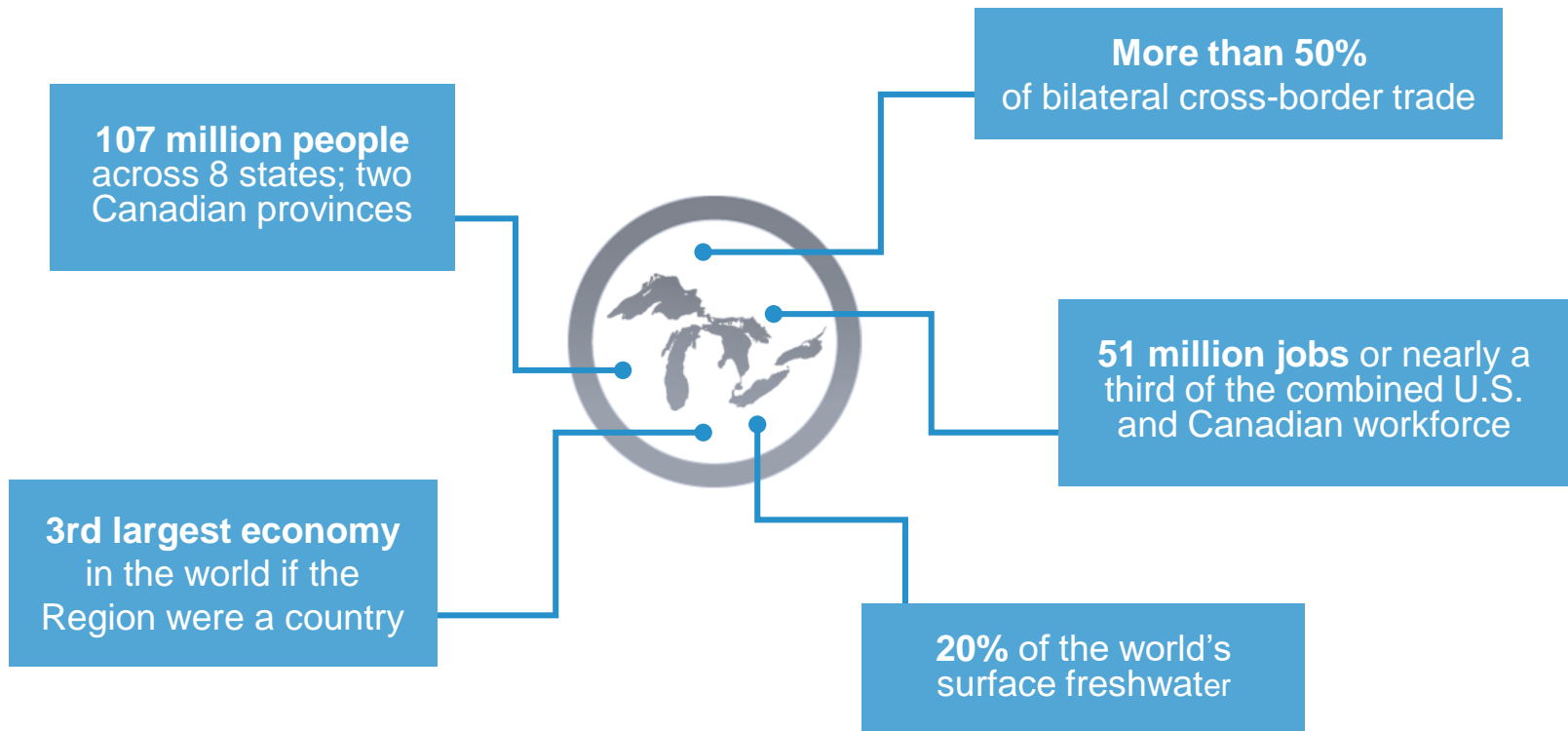


Great Lakes Economic Forum

PARTNERSHIP OPPORTUNITIES

The Great Lakes Economic Region

A KEY DRIVER OF ECONOMIC GROWTH & SUSTAINABILITY





CONFERENCE DETAILS

DATE

June 16-18, 2020

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 sixth **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 creating our future economy, 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 Great Lakes Region
- **Promoting your brand and message** among this elite audience
- **Providing thought leadership** on important issues that will affect the Region—and your business
- **Showcasing your business** among decision-makers and attendees participating in the Forum
- **Reaching a targeted audience** to directly market your service or product
- **Influencing public policy discussions** by developing a unified Regional voice on key issues

The Audience

The Forum attracts delegates and expert speakers from the binational 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 Great Lakes economic region, the region can become the most prosperous, innovative, sustainable, and welcoming place in the world to live and do business.

Overall
Satisfaction
4.4 out of 5

DELEGATE TESTIMONIALS

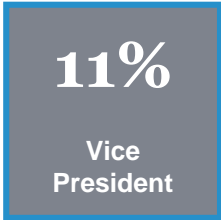
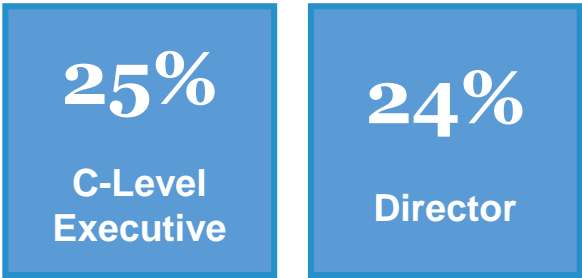
“I met fascinating individuals committed to the success and sustainability of the Great Lakes region. We discussed possible research collaboration and knowledge sharing. It was very worthwhile.”

“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?



INDUSTRIES REPRESENTED



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

2020



Partnership Levels

GREAT LAKES ECONOMIC FORUM

Partnership Levels

SOLD

Co-Host Sponsor

\$50,000

Available: 1



PROMINENT RECOGNITION

- Deliver opening remarks
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- 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: 4



PROMINENT RECOGNITION

- Deliver opening remarks
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- 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

Dinner Sponsor

\$10,000

Available: 1



PROMINENT RECOGNITION

- Deliver opening remarks at the dinner
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- 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

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

Partnership Levels

Lunch Sponsor

\$10,000

Available: 2



PROMINENT RECOGNITION

- Introduce VIP keynote speaker
- Prime placement in marketing materials
- Participation as a panel speaker/moderator
- Custom e-mail to promote your sponsorship
- Half-page advertisement in Forum program
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS

- Four Forum registrations
- Head table seating during lunch; prime seating during Forum sessions
- Preferred logo placement throughout venue
- Tailored 15% discount code for your clients

Partnership Levels

Reception Sponsor

\$7,500

Available: 2



PROMINENT RECOGNITION

- Deliver remarks at the Rock & Roll Hall of Fame
- Placement in marketing materials
- Custom e-mail to promote your sponsorship
- One-third page advertisement in Forum program
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS

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

Partnership Levels

Breakfast Sponsor

\$6,000

Available: 2



Be recognized as the exclusive provider of the Forum's breakfast – allowing participants to start their day with health food and great conversation between the event begins each morning.

PROMINENT RECOGNITION

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

Partnership Levels

Sector Dialog Sponsor

\$5,000

Available: Multiple



PROMINENT RECOGNITION

- Introduce moderator
- Placement in marketing materials
- Custom e-mail to promote your sponsorship
- One-third page advertisement in Forum program
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS

- Two Forum registrations
- Head table during panel session
- Visible logo placement throughout venue
- Tailored 15% discount code for your clients

Partnership Levels

SOLD

Wi-Fi Sponsor

\$3,000

Available: 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 e-mail to promote your sponsorship

Partnership Levels

Networking Break Sponsor

\$2,000

Available: Multiple



PROMINENT RECOGNITION

- Placement in marketing materials
- Custom e-mail to promote your sponsorship
- Quarter-page advertisement in Forum program
- Podium acknowledgment throughout Forum
- Logo placement in post-Forum thank you email
- Recognition on GLEF website

VIP ACCESS

- One 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

439 University Avenue, Suite 2200
Toronto, Ontario, M5G 1Y8

11075 East Blvd. #245A
Cleveland, Ohio 44106

About The Council

The Council is a binational, member-driven, non-profit corporation that 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.