

2027

GBTA Michigan Sponsorship Offerings

Build visibility. Strengthen connections. Support the business travel community.

Partner with GBTA Michigan in 2027

Choose an annual elite sponsorship or a focused event opportunity that puts your organization in front of Michigan's business travel community.

ELITE SPONSORSHIPS

Year-long visibility with premium recognition, meeting participation, and member benefits.

LEVEL	INVESTMENT	INCLUDED BENEFITS
Titanium Sponsor <i>Limited to one sponsor per industry vertical (for example: one airline, hotel, car rental company, or TMC).</i>	\$10,000	• Exclusive banner/signage • Recognition at meetings and on the GBTA Michigan website • Four social media posts • Presenting sponsor; 20-minute presentation at one meeting • Opportunity to provide marketing materials or takeaways at the presenting meeting • Four GBTA Michigan Membership & Meeting Packages • Two GBTA Michigan Guest Vouchers • One GBTA Michigan membership only • Complimentary trade show table at the Annual Meeting
Diamond Sponsor	\$6,000	• Recognition at meetings and on the GBTA Michigan website • Logo on the banner • Four social media posts • Presenting sponsor; 15-minute presentation at one meeting • Opportunity to provide marketing materials or takeaways at the presenting meeting • Three GBTA Michigan Membership & Meeting Packages • Two GBTA Michigan Guest Vouchers • One GBTA Michigan membership only • Complimentary trade show table at the Annual Meeting
Platinum Sponsor	\$3,500	• Recognition at meetings and on the GBTA Michigan website • Logo on the banner • Three social media posts • Presenting sponsor; 10-minute presentation at one meeting • Opportunity to provide marketing materials or takeaways at the presenting meeting • Two GBTA Michigan Membership & Meeting Packages • One GBTA Michigan Guest Voucher • 50% off a trade show table at the Annual Meeting

LEVEL	INVESTMENT	INCLUDED BENEFITS
Gold Sponsor	\$1,800	• Recognition at meetings and on the GBTA Michigan website • Logo on the banner • Two social media recognitions • Presenting sponsor; five-minute presentation at one meeting • Opportunity to provide marketing materials or takeaways at the presenting meeting • One GBTA Michigan Membership & Meeting Package • 50% off a trade show table at the Annual Meeting

ANNUAL SPONSORSHIPS

Keep your organization visible throughout the year with targeted branding opportunities.

Backdrop / Step-and-Repeat Sponsor

Enjoy consistent visibility at every meeting as the exclusive backdrop and photo sponsor.

- Exclusive logo placement on the 2027 step-and-repeat backdrop near the registration desk
- Recognition at every meeting
- Two social media promotions

\$5,000

Exclusive

Lanyard Sponsor

Enjoy consistent visibility at every meeting as the exclusive lanyard sponsor.

- Recognition at every meeting
- One social media post
- Exclusive, full-year sponsorship
- Sponsor provides chapter-approved lanyards

\$750

Exclusive

Supplier Spotlight

- Running banner displayed on screen before meetings and during breaks
- One social media post recognizing all Supplier Spotlight sponsors
- Recognition at meetings
- Recognition on the GBTA Michigan website

\$500

NEW

MEETING & EVENT SPONSORSHIPS

Available by quarter or event, as noted below.

Full-Sponsor Chapter Meal

- Lunch sponsor for the meeting, including event signage
- Recognition at the meeting
- One social media post

\$1,500

Q1, Q2, Q3 • 2 available per meeting

Coffee / Beverage Sponsor

- Recognition at the meeting
- Event signage

\$250

Q1–Q4 • 4 available per meeting

Reception Sponsor

- Three minutes to address the group at the reception
- Opportunity to bring promotional items
- Name recognition at the meeting
- Event signage
- One social media post

\$1,000

Q1, Q2, Q3 • 1 available per meeting

Holiday Meeting Sponsor

- Name recognition at the event
- Event signage
- One social media post

Contact us

Unlimited availability

Dinner Sponsor

- Dinner sponsorship at the selected event

\$1,000**Appetizer Sponsor**

- Appetizer sponsorship at the selected event

\$500**Cocktail Sponsor**

- Cocktail sponsorship at the selected event

\$500**DIRECT BENCHMARKING SESSION SPONSORSHIPS***Separate from regular chapter meetings and presented to a buyers-only audience.***Half-Day Benchmarking Session**

- 10-minute presentation to the buyers-only group
- Opportunity to provide marketing materials or takeaways at the event
- Stay for lunch

\$1,000**1.5-Hour Benchmarking Session**

- Five-minute welcome to the buyers-only group
- Opportunity to provide marketing materials or takeaways at the event

\$500

VIRTUAL LUNCH & LEARN

A turnkey virtual sponsorship with strong pre-, during-, and post-event visibility.

Virtual Lunch & Learn Sponsor

- Logo placement on all promotional communications
- Recognition during the event's opening and closing remarks
- Featured sponsor slide during the event
- Company profile and website link on the registration page
- One promotional resource distributed to attendees
- Mention in the post-event thank-you email
- Attendance and engagement report following the event
- Access to attendee contact information when permission has been granted

\$1,000

NEW

Ready to be seen in 2027?

Contact GBTA Michigan to reserve your sponsorship opportunity.