



SPONSORSHIP OPPORTUNITIES



WHO CARES ABOUT TOURISM? WE DO.

Michigan Cares for Tourism is a unified, statewide effort to “give back” to the tourism industry and preserve and invest in our most sacred treasures - our people and our historic attractions. We are a 100% volunteer, 100% give back organization with all proceeds solely designed to contribute to the clean up of Michigan’s historic attractions, and invest in Michigan’s tourism industry.

Chartered by Grand Valley State University’s Hospitality and Tourism Management Department, Michigan Department of Natural Resources, Travel Michigan, Tourism Cares, Indian Trails and DRIVEN - Michigan Cares for Tourism coordinates vital clean-up events at Michigan tourism locations that are in need of revitalization.

Once a site is selected - tourism industry professionals from around the state participate in the clean-up effort by volunteering their time and talents to help restore the location. But, of course, time is not the only thing that is donated. Generous sponsors provide resources needed for the events and restoration efforts.

HOW CAN YOU SHOW YOU CARE? SPONSORSHIP.

The monies generated by sponsorship and event participation for Michigan Cares for Tourism are used in three ways:

- to revitalize historic attractions
- to support tourism communities
- to invest in Michigan tourism professionals



HOW OUR SPONSORS HAVE CARED

Year	Location	Attendees	The Value of the Labor and Supplies Donated
2013	Mill Lake, Chelsea	106	\$51,000
2014	Belle Isle, Detroit	442	\$105,000
2015	Sturgeon Point Lighthouse, Harrisville		
2015	Fayette, UP-Manistique		

Sponsorship of Michigan Cares for Tourism is an investment of capital, time and love that is sure to pay dividends for Michigan residents and visitors for years to come.

THIS IS WHAT YOU GET FOR CARING

2015 Sponsorship Benefits by Level of Cash or In-Kind Contribution*

Sponsorship Item	\$100	\$250	\$500	\$1000	\$2500	\$5000
Your name on our website and one event registration.	✓	✓	✓	✓	✓	✓
PLUS your logo on our banner display at the event and other presentations.		✓	✓	✓	✓	✓
PLUS your logo on the back of the Michigan Cares for Tourism event t-shirt.			✓	✓	✓	✓
PLUS social media mentions and verbal recognition at the event.				✓	✓	✓
PLUS your logo on booth display (utilized at Michigan tourism related association conferences) and marketing materials mailed/mailed including press releases.					✓	✓
PLUS table/booth at the clean-up event and an email to participants - post event.						✓

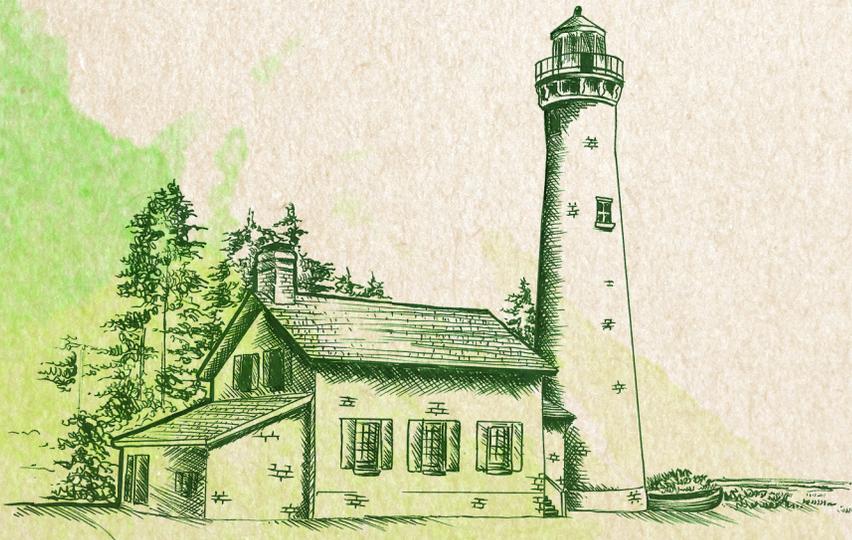
*Sponsorship is tax deductible to the extent permissible by law. A document will be sent for deduction purposes. All funds will be donated through Grand Valley State University.

STURGEON POINT LIGHTHOUSE

HARRISVILLE

MAY 18 - 19

The Sturgeon Point Lighthouse, built in 1870, has been a shining navigation light for maritime commerce vessels for 145 years. Today, the light tower, keeper's quarters and privy remain standing. Located along the coastline of the Thunder Bay National Marine Sanctuary, it's the only national freshwater marine sanctuary in the United States, and home to our first 2015 event.



FAYETTE

UP - MANISTIQUE

OCTOBER 4 - 6

Fayette Historic State Park, the second 2015 clean up event, offers volunteers a unique opportunity to discover and revamp the story of a 19th century iron-smelting town on the shoreline of Big Bay De Noc in the U.P.'s Garden Peninsula. This once bustling industrial community will be bustling with volunteers working to make the area a place that everyone can continue to enjoy. Built in the late 1800s, the historic hotel, below, is one site for volunteers to help restore.



HOW TO GET INVOLVED:

Thank you for caring to make a difference in Michigan's tourism industry. Contact us with any questions at 989.424.0123, icare@michigancaresfortourism.com, or michigancaresfortourism.com.



WWW.MICHIGANCARESFORTOURISM.ORG

