

# MICHIGAN WORLD TRADE WEEK



WORLDTRADEWEEKMI.ORG

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December 6, 2021

Dear Prospective Sponsor:

This year marks the 36th year Michigan World Trade Week (WTW) has taken place to support the international sales growth of Michigan businesses. The continued success of this event is due in large part to the financial support from companies such as yours. As this year's Chair, I encourage you to join the SoundOff Signal team as a sponsoring partner.

The **Michigan World Trade Week 2022 Business Conference: "The Next Normal: Growing Global Sales in 2022"** will take place on Wednesday, May 4, 2022. The event will kick off with a keynote speaker and will be followed by breakout sessions covering a variety of topics, including but not limited to:

- Global Supply Chain Changes
- Digital Marketplace Trends
- How to Reengage Customers Post-Pandemic

Sponsorship funds will provide additional support to Michigan World Trade Week's outreach program, **Student Global Awareness**. This program is coordinated with Junior Achievement using its Global Marketplace curriculum. Volunteers from the World Trade Week planning committee will share global experiences with middle school students from Grand Rapids Public Schools to educate them about international business and to provide a look into future career paths.

This year will bring the business community together to network and educate ourselves on the ever-changing global business landscape. Your company's sponsorship will help us make a difference! The following page outlines the sponsorship levels, benefits, and additional opportunities available. To register for sponsorship or review the schedule of events visit: [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org). You may contact either Allie VanDriel (616-240-0851, [Allie.Vandriel@trade.gov](mailto:Allie.Vandriel@trade.gov)) or Sonja Johnson (616-331-6811, [Sonja.Johnson@gvsu.edu](mailto:Sonja.Johnson@gvsu.edu)) if you have additional questions.

I look forward to seeing you there.

Sincerely,

Bryan Nyeholt, President, SoundOff Signal  
2022 Michigan World Trade Week Chair  
Attachment

## 2022 Sponsorship Costs & Benefits

**COSTS:**

- \$700 for Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
  - \$300 for Exporters/Importers, Manufacturers, Distributors
  - \$200 for Governmental, Non-Profit, or Educational Organizations
- \*\*\*\*\*

Please submit sponsorship payment online at [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org) or write checks payable to:  
**GVSU - World Trade Week 2022 (WTW)**  
C/O Van Andel Global Trade Center, 50 Front Avenue SW, Suite 1054, Grand Rapids, MI 49504

Note: Sponsors will continue to be accepted to the date of event, however to guarantee placement in all marketing materials, please submit payment by **April 1, 2022.**

**BENEFITS:**

**Marketing Exposure for All Sponsors**

- Four (4) Business Conference event tickets
- Listing in advertisements and on social media promotion
- Statewide e-mail marketing campaign to 6,000+ contacts
- Featured listing in targeted distributed event marketing flyer
- Listing on slides displayed during Michigan World Trade Week business conference
- Sponsor website will be linked from the WTW website: [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org)
- Excellent networking opportunities with globally focused businesses and community leaders

### Just a Few of the Past World Trade Week Sponsors

Amway Aon Risk Services Aquinas College Autocam Corporation BDO USA, LLP BISSELL, Inc. Bulman Products Byrne Electrical Cascade Engineering Comerica Bank Crowe Horwath LLP Davenport University East Jordan Iron Works Ernst & Young Euler Hermes FedEx	Foster Swift Collins & Smith GNS Automotive Grand Rapids Area Chamber Gerald R. Ford Museum Grand Valley State University HUB International Huizenga Group Hutchinson Hylant Group International Risk Consultants Irwin Seating Company JPMorgan Chase JSJ Corporation Junior Achievement Just Packaging	Knappe & Vogt Lakeshore Advantage Landscape Forms Languages International Louis Padnos LR International Magna Meijer MiBiz Michigan District Export Council-West Michigan Economic Development Corp. Michigan State University/CIBER Miller Canfield Plante & Moran PLLC PNC Bank	PRA Global SoundOff Signal Steelcase, Inc. Supply Chain Solutions RoMan Manufacturing U.S. Commercial Service The Right Place, Inc. Universal Forest Products UPS Van Andel Global Trade Center Warner Norcross & Judd LLP West Michigan World Trade Association WGVU Wolverine World Wide, Inc. World Affairs Council of West Michigan
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