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October 10, 2023

Dear Prospective Sponsor:

We are looking forward to the 38th year of the Michigan World Trade Week (WTW) business conference taking 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 Cherry Central team as a sponsoring partner.

The **Michigan World Trade Week 2024 Business Conference** will take place on Wednesday, May 1, 2024, with the theme Exporting Michigan Made: Designed, Engineered & Grown. The afternoon business conference will feature multiple topics during the breakout session for attendees to choose from.

As a leader in the community, a sponsorship of Michigan World Trade Week is an opportunity for your organization to:

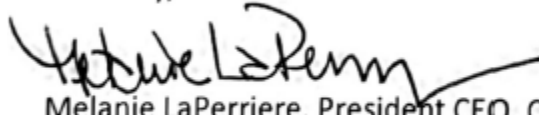
- Gain additional international business insights (free admission to the business conference event provided to four staff/guests).
- Increase visibility through event advertising, targeted social media campaigns, and logo placement on event program materials.
- Network with other globally focused business leaders (attendance is expected to reach over 150 attendees).
- Support the advancement of future global career paths for Grand Rapids Public School students through the program **Student Global Awareness**. **This outreach program was founded by Michigan World Trade Week**, coordinated with Junior Achievement.

Please register online as a sponsor by March 22, 2024, to guarantee logo placement in the entire event marketing campaign. View the event website for more details about sponsorship levels: [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org).

You may contact either Kendra Kuo at 616-481-9047, [Kendra.Kuo@trade.gov](mailto:Kendra.Kuo@trade.gov), Allie Van Driel at 616-240-0851 or [Allie.Vandriel@trade.gov](mailto:Allie.Vandriel@trade.gov), if you have any sponsorship questions.

I look forward to seeing you there.

Sincerely,



Melanie LaPerriere, President CEO, Cherry Central  
2024 Michigan World Trade Week Chair  
Attachment

## Attachment 2024 Sponsorship Benefits & Costs

**BENEFITS:**

**Marketing Exposure**

- Four (4) Business Conference event tickets
- Brand recognition on social media promotions
- Statewide e-mail marketing campaign to 6,000+ contacts
- Listing in targeted distributed event marketing
- Brand recognition on slides throughout the Michigan World Trade Week business conference.
- Opportunity to share content from blog posts if content is related to the business conference.
  - *Requires committee approval for sharing on Michigan World Trade Week LinkedIn page.*
- 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

**COSTS:**

- \$1,000 for Service Providers such as (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies etc.)
- \$700 for Exporters/Importers, Manufacturers, Distributors
- \$500 for Governmental, Non-Profit, or Educational Organizations
- **Optional add on**, \$300 for a limited number of exhibitor tables, first to confirm paid spot until filled.

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Please submit sponsorship payment online at [www.worldtradeweekmi.org](http://www.worldtradeweekmi.org) or write a check payable to:

**GVSU - World Trade Week 2024 (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 up to the date of the event. However, to guarantee placement of name and logos in the complete marketing campaign, sponsorship payment must be received by close of business **March 22, 2024.**

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

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