

*GREATER LANSING BUSINESS MONTHLY* PRESENTS  
**THE 2018 ENTREPRENEURIAL AWARDS**





2018 GREATER LANSING

# ENTREPRENEURIAL AWARDS

**“THE TRUE ENTREPRENEUR IS A DOER, NOT A DREAMER.”**

— NOLAN BUSHNELL

## **WELCOME TO THE 24TH ENTREPRENEURIAL AWARDS!**

As an entrepreneur myself, I’m excited to invite you to be a part of this year’s award program. In my fourth year as host of this great event, I look forward to sharing with you an energized program that has been an integral part of the business community for over two decades.

Whether you’ve attended every year since its inception or are a first-time guest, I encourage you to take part in the Greater Lansing Entrepreneurial Awards. It’s an evening full of inspiration, innovation and most importantly, fun.

Can’t wait to see you there!

### **TIFFANY DOWLING**

Owner and Publisher

Greater Lansing Business Monthly



Businesses come in all shapes, sizes, missions and unique selling propositions. The one thing every small business has in common is that it continues to be the lifeblood of the economy. Whether it’s a car dealership, an engineering firm, a bakery or anything in between, the work that’s done started with an idea, a passion and the willingness to take a risk. The greater Lansing region has amazing companies with a spirit and drive to make a big impact ... just like those honored at the annual Greater Lansing Entrepreneurial Award Dinner.

*Past winners include Kellie Dean of Dean Transportation, Patrick Gillespie of Gillespie Group, Tiffany Dowling of M3 Group, Sherrill Freeborough of Hyundai of Lansing, Bob Fish of BIGGBY, Sam Eyde of Eyde Company, Van Martin of CBRE Martin, Keith Granger of Granger Waste Management and many more.*



GREATER LANSING  
**BUSINESS MONTHLY**



## DETAILS

### **Entrepreneurial Awards**

Thursday, March 8, 2018

Cocktail hour: 5 to 6 p.m.

Awards program begins: 6:30 p.m.

Eagle Eye Golf Club

15500 Chandler Road, Bath Twp.

**Tickets:** \$100 each

## SPONSORSHIP OPPORTUNITIES

### **Platinum Sponsor, Exclusive, \$10,000**

*(Sponsorship Deadline: December 15, 2017)*

- Exclusive sponsor of guest speaker(s)
- Opportunity to speak at event (3 minutes)
- Introduce the speaker(s)
- Name recognition on table
- Opportunity to sit on judges' panel and be featured in this year's video
- Feature of the judge in special GLBM March issue
- Logo on all promotional materials
- Logo on print materials
- Logo on event program
- Logo on event slideshow
- Opportunity to add promotional items to swag bag (Provide up to 400 items)
- Two (2) corporate tables - includes sixteen (16) tickets to the event
- One (1) full page advertorial in special GLBM entrepreneurial section (April 2018)
- One (1) full page ad in special GLBM entrepreneurial section (April 2018)

*(continued on next page)*





### **Gold Sponsor, Exclusive, \$8,000**

*(Sponsorship Deadline: December 15, 2017)*

- Prominent signage at the event by the entrance
- Company logo on red carpet signage \*Drop off banner will be provided by sponsor.
  - Additional \$1,200 for step and repeat banner if provided by M3 Group
- Name recognition on table
- Opportunity to sit on the judges' panel and be featured in this year's video
- Feature of the judge in special GLBM March issue
- Mention during awards program
- Logo on all promotional materials
- Logo on print material
- Logo on event program
- Logo on event slideshow
- 400 swag bags with company logo on front
- Opportunity to add promotional items to swag bag (Provide up to 400 items)
- One (1) corporate table - includes eight (8) tickets to the event
- One (1) full page ad in special GLBM entrepreneurial section (April 2018)
- 1/2 page advertorial in special GLBM entrepreneurial section (April 2018)

### **Cocktail Sponsor, Exclusive, \$6,500**

*(Sponsorship Deadline: December 15, 2017)*

- Prominent signage at the cocktail hour
- Logo on beverage tickets
- Opportunity to sit on the judges' panel and be featured in this year's video
- Feature of the judge in special GLBM March issue
- Mention during the program
- Logo on event program
- Logo on event slideshow
- Name recognition on table
- Opportunity to add promotional items to swag bag (Provide up to 400 items)
- One (1) corporate table - includes eight (8) tickets to the event
- One (1) full page ad in special GLBM (April 2018)





### **Silver Sponsor, Multiple Sponsors, \$2,500**

*(Sponsorship Deadline: December 15, 2017)*

- Opportunity to sit on judges' panel and be featured in this year's video.
- Feature of the judge in special GLBM March issue
- Name on event program
- Opportunity to add promotional items to swag bag (Provide up to 400 items)
- Name recognition on table
- Name on print material
- Name in event slideshow
- One (1) corporate table – includes eight (8) tickets to the event
- One (1) 1/2 page ad in special GLBM entrepreneurial section (April 2018)

### **Live Entertainment Sponsor, Exclusive, \$2,300**

- Sponsor performer at cocktail hour
- Prominent signage at event near performance area
- Name on event program
- Name on event slideshow
- Four (4) tickets to the event – open seating
- Opportunity to add promotional items to swag bag (Provide up to 400 items)
- One (1) half page ad in special GLBM entrepreneurial section (April 2018)





**Corporate Table, \$1,000**

- One (1) corporate table – includes eight (8) tickets to the event
- Name recognition on table
- Mention in print materials
- Mention during program
- Name in event program
- Name on event slideshow
- One (1) quarter page ad in special GLBM entrepreneurial section (April 2018)

**Past-Honoree Table, \$700**

- One (1) corporate table – includes eight (8) tickets to the event
- Name recognition on table
- Name in event program
- Mention in the print materials
- Mention during program
- Name on event slideshow
- One (1) quarter page ad in special GLBM entrepreneurial section (April 2018)





**The Entrepreneurial Section of the Greater Lansing Business Monthly is a special feature in April's edition of the magazine.** Ad space for this special section is included with many levels of sponsorship of the Entrepreneurial Awards. Last year, over thirty-five businesses were represented in articles, advertorials and advertisements. The section will include an event recap and winner profiles. Your ad will provide space to showcase your support and congratulations to the 2018 Entrepreneurial Award winners.

Please refer to your sponsorship level description for the allotted ad size. For the special entrepreneurial section (not separate from magazine) ad sizes are as follows:

- 1/4 = 3.6875" x 4.625"
- 1/2 = 7.625" x 4.625"
- Full = 7.625" x 9.5"

All sponsor materials and ads are due by February 1, 2018. All ads need to include a .125" bleed.

In order for judges to be included in this year's video, sponsorships need to be committed to by December 15, 2017.





**ORGANIZATION NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_ **FAX NUMBER:** \_\_\_\_\_

**SPONSORSHIP OPTIONS** — *check the box next to the level of sponsorship you are purchasing*

- Platinum Sponsor, Exclusive, \$10,000**
- Gold Sponsor, Exclusive, \$8,000**
- Cocktail Sponsor, Exclusive, \$6,500**
- Silver Sponsor, Multiple Sponsors, \$2,500**
- Live Entertainment Sponsor, Exclusive, \$2,300**
- Corporate Table, \$1,000**
- Past-Honoree Table, \$700**

**THE SPONSORSHIP AMOUNT WILL BE:** \_\_\_\_\_

- Check enclosed

Check will be mailed to: 2018 ENTREPRENEURIAL AWARDS | Attn: Melissa Dowrick  
614 Seymour Ave. | Lansing, MI 48933  
*(Please make checks payable to Greater Lansing Business Monthly)*

Credit card:  MasterCard  Visa

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

*Accept Participation: I, the undersigned, am authorized and agree to participate in the 2018 Greater Lansing Entrepreneurial Awards as a sponsor. I commit my company to the above financial obligation.*

\_\_\_\_\_  
**CONTACT SIGNATURE**

\_\_\_\_\_  
**DATE**

\_\_\_\_\_  
**GLBM ACCOUNT EXECUTIVE**

\_\_\_\_\_  
**DATE**