

2016 Pure Michigan We Run on Brainpower Sponsorship Program

We Run on Brainpower is a marketing and branding initiative that is designed to reinforce and strengthen Michigan's position as the global center of the automotive industry and help attract the best talent to work here.

The MEDC has invested a considerable amount to develop, launch and continue to support this important initiative, but we need your help to amplify it further. To do so, we have created a sponsorship program, to help create shared success across all industry stakeholders and spread the message even further.

To become a We Run on Brainpower sponsor, the below sponsorship options are available:

	Platinum Sponsorship \$100,000	Gold Sponsorship \$75,000	Silver Sponsorship \$50,000	Bronze Sponsorship \$15,000	"Day in the Life Video" \$100,000
Story Mining Session Uncovering Success Stories	✓	✓	✓	✓	
Company Profile on WeRunOnBrainpower.org Houses articles and job postings	✓	✓			
Written Articles Articles can be used as content for company website and social channels to help promote career opportunities	✓ (8 articles)	✓ (5 articles)	✓ (3 articles)	✓ (2 articles)	
Promotion of stories	✓	✓	✓		
Annual Reporting	✓	✓	✓		
Logos Sponsor's Logo highlighted in promo tile on WeRunOnBrainpower.org for 1 week period of time. Sponsor access to We Run on Brainpower logo	✓	✓	✓		
"Day in the Life" Video 2-3 minute vignette highlighting your company and the innovation it brings to the automotive industry. The video will live on WeRunOnBrainpower.org					✓

Sponsorship Qualifications:

1. The sponsorship should be strategically applicable to the MEDC's goals and objectives for We Run On Brainpower.
2. The sponsor should be committed to Michigan, having a meaningful presence in Michigan.

Sponsorship Parameters:

1. The sponsor will be required to provide full payment prior to the start of the partnership campaign.
2. The We Run on Brainpower brand identity and creative strategy is utilized. The MEDC, in consultation and collaboration with the partner, will direct the campaign and provide final approvals.
3. WeRunOnBrainpower.org is the call-to-action on all advertising and/or public relations efforts and the landing website for all sponsorships.
4. The sponsor is encouraged to track and share website activity with the MEDC as well as to post career opportunities on mitalent.org.
5. The sponsor will identify one representative to serve as the main contact for MEDC, regardless of the number of participants. This representative will be responsible for providing any information needed.

Thank you for your interest!
Please direct questions and/or applications for sponsorship to:

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