



West Michigan Intern Connect 2024 Sponsorship Opportunities

What is West Michigan Intern Connect?

Intern Connect is a summer long program designed to teach area interns about West Michigan, its lifestyle, and exciting employers. The program averages 500 – 600 intern attendees each summer.

Why do we do it?

In an effort to recruit talented young people to the area, West Michigan Intern Connect showcases the region and its opportunities, and provides interns the chance to connect with their peers and local companies. Although many West Michigan companies host summer interns, some companies may be too small to host social events or professional development opportunities for their interns.

Intern Connect events are for *any and all* interns in West Michigan to come together.

What's on tap for Summer 2024?

For our 11th Annual Intern Connect, we will kick off the summer with a half-day professional development conference focused on the essential skills interns need to succeed.

- Wednesday, June 26
- 12:30 p.m. – 5:00 p.m.
- Price per intern: \$40

In addition to the conference, interns will receive:

- Intern Inform Newsletter
 - Highlighting community events and providing insight into common themes, questions, and relevant topics such as job search tips, finding hobbies, and work-life balance.
- Startup Guide to West Michigan
- West Michigan Intern of the Summer Contest (coincides with National Intern Day, July 25th)

Why should you participate, or sponsor Intern Connect?

Intern Connect is a unique branding and recruiting opportunity for companies because the majority of attendees are *current* interns, meaning they are a higher caliber than the students seen at your typical career fair.

This event is a great chance for employment branding with college-aged candidates. Pick your level of participation – entry-level employer table or a high-visibility session sponsor and beyond.

West Michigan Intern Connect 2024 Sponsorship Levels

Premier Sponsor **\$10,000**

SOLD

1 Available

Benefits

Secure this opportunity to captivate your target audience from the moment they reach the venue, setting the stage for a memorable brand experience.

- Exclusive station strategically positioned in the marquee courtyard. Engage directly with attendees as they arrive, fostering excitement for the event, and allowing your team to make a lasting first impression.
- Sponsor comments or commercial video* during the opening address at the big event on June 26.
- Company logo on the outside marquee "Intern Connect 2024 Sponsored by: Your Company".
- Contact list of event registrants to stay in touch with everyone about your job openings.
- First-line logo placement on the event website, logo included on marketing materials, and follow-up communication.
- Company branded materials distributed to participants during the main event and as part of follow-up communication.
- LED floor decal of logo inside main event space.
- Quote from a company representative in any PR materials (due by April 15, 2024).
- Company highlighted in the Intern Inform Newsletter.
- Your company station in the marquee courtyard moved to a prime location inside during the network break.

Headshot Sponsor **\$5,000 + Branded Swag**

SOLD

1 Available

Benefits

- Sponsor comments or commercial video* during the opening address at the big event on June 26.
- Second-line logo placement on the event website, logo included on marketing materials, and follow-up communication.
- Opportunity for company representatives to work the headshot station and engage with attendees.
- Company logo on event signage for the headshot station.
- Company highlighted in the Intern Inform Newsletter.
- Contact list of event registrants to stay in touch with everyone about your job openings.
- Customized company message included in follow-up email to send attendee headshots.
- Employer swag station at the beginning of the event and during the networking break.

Session Sponsor

Cost: \$3,000 + Branded Swag

Benefits

- Sponsor comments or commercial video* prior to your session
- Logo on the event website, marketing materials, and follow-up communication
- Logo in event program
- Logo on venue floor (LED decal) during your sponsored session
- Company mentions on our social channels
- Company highlight in the Intern Inform Newsletter
- Employer swag station at the start of the event and during the networking break

*commercial video pending approval by Hello West Michigan.

Employer Swag Competition

Cost: \$1,000 (plus your branded swag for employer station)

Benefits

- Dedicated employer space for your team and swag items before the event begins and during the Networking Break
- 3 employer tickets
- Logo on the event website
- Logo on the event program

Additional Sponsor Options

Don't see something above that is the right fit for your company? We're open to ideas and partnerships. Let's chat! Email us at kusterj@hellowestmichigan.com.

Secure Your Sponsorship

First come, first served on preferred sponsorship choice. To secure your preferred sponsorship level, email Jessica Kuster kusterj@hellowestmichigan.com by June 1, 2023. The sooner you let us know, the more we will be able to promote your brand! You will be invoiced directly.

Premier Sponsor Exclusives

Marquee Courtyard Station:



“Intern Connect Sponsored by Your Company” displayed on the marquee throughout the event (seen from Fulton Street and Ottawa Ave):



Company logo on Intern Connect background slides throughout the event:



LED floor decal of your company logo displayed on the floor in front of the stage:



Logo displayed across 8 screens between the lobby and main hall. Session sponsor logos displayed on screens during sponsored session only.

