



West Michigan Intern Connect 2025 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 internally.

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

What's on tap for Summer 2025?

For our 12th 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 25
- 12:30 p.m. – 5:00 p.m.
- Price per intern: \$40/members, \$50/non-members

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)

New for 2025: Company Connect Event Series

If your company is hosting any professional development sessions, networking events, or fun gatherings for your interns and have space for a few additional guests – consider extending the opportunity to interns outside of your company to attend.

- Increase your company's visibility
- Build connections with interns
- Contribute to the region's talent retention efforts
- See host requirements on page 3.

Why should you participate and 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—an entry-level employer table or a high-visibility session sponsor and beyond.

*Commercial video pending approval by Hello West Michigan

West Michigan Intern Connect 2025 Sponsorship Levels

Premier Sponsor

\$10,000

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, making a lasting first impression.
- Sponsor comments or commercial video* during the opening address at the big event on June 25.
- Company logo on the outside marquee "Intern Connect 2025 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, marketing materials, event program, 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 May 9, 2025).
- Company highlighted in the Intern Inform Newsletter.
- Invite to the VIP Pre-Event Showcase and lunch before the conference.
- Opportunity to host a Company Connect Event (see details on page 3).

Headshot Sponsor

\$5,000

2 Available

Benefits

- Second-line logo placement on event website, marketing materials, event program, 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 station at the beginning of the event and during the networking break.
- Invite to the VIP Pre-Event Showcase and lunch before the conference.
- Opportunity to host a Company Connect Event (see details on page 3).

Session Sponsor

Cost: \$3,000

3 Available

Benefits

- Sponsor comments or commercial video* prior to your session
- Logo on the event website, marketing materials, event program, and follow-up communication
- Company mentions on our social channels.
- Company highlight in the Intern Inform Newsletter.
- Employer station at the start of the event and during the networking break.
- Invite to the VIP Pre-Event Showcase and lunch before the conference.
- Opportunity to host a Company Connect Event (see details on page 3).

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Employer Table Host

Cost: \$300 member / \$350 non-member

8 available

Benefits

- Dedicated employer space for your team before the event *and* during the Networking Hour.
- 3 employer tickets to the VIP Pre-Event Showcase/Lunch.
- Logo on the event website and event program.
- Invite to the VIP Pre-Event Showcase and lunch before the conference.
- Opportunity to host a Company Connect Event (see details below)

Details for hosting a Company Connect Event

- Must be a participating employer in the June 25 event with an investment as an Employer Table Host or above AND sending your intern(s) to the event.
- A Company Connect event must be held between June 30 and August 1.
- Hello West Michigan will manage registration and promote the opportunity to all Intern Connect registrants.
- You handle organizing your event. We recommend opening seats to an event you already have going on/your interns are attending.
- Intern registration for Company Connect events will open on event day June 25 at the Intern Connect conference. Therefore all event details must be finalized by May 30, 2025 with Hello West Michigan.
- Hello West Michigan may or may not have a representative at your event.

VIP Pre-Event Showcase

Connect with fellow employers, meet our speakers, and learn more about Hello West Michigan's talent attraction efforts. After the showcase, stay to experience the energy of 600+ young professionals as they engage in career development and networking – seeing firsthand how this event helps shape the future talent pipeline.

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 grayr@hellowestmichigan.com.

Donate a Cool Giveaway

We're looking for companies to donate fun/useful giveaway items for our attendees – think tech gadgets, gift cards, branded swag, or other must-haves that college students would love. This is a great way to leave a lasting impression on top talent while adding excitement to the event's grand finale.

This opportunity is available to companies already sponsoring at another level or as a way for organizations to contribute if a sponsorship package isn't the right fit.

Secure Your Sponsorship

First come, first served on preferred sponsorship choice. To secure your preferred sponsorship level, email Rachel Gray grayr@hellowestmichigan.com by June 6, 2025. The sooner you let us know, the more we will be able to promote your brand! You will be invoiced directly.

*Commercial video pending approval by Hello West Michigan

Updated 2/26/2025

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Premier Sponsor Exclusives

Marquee Courtyard Station:

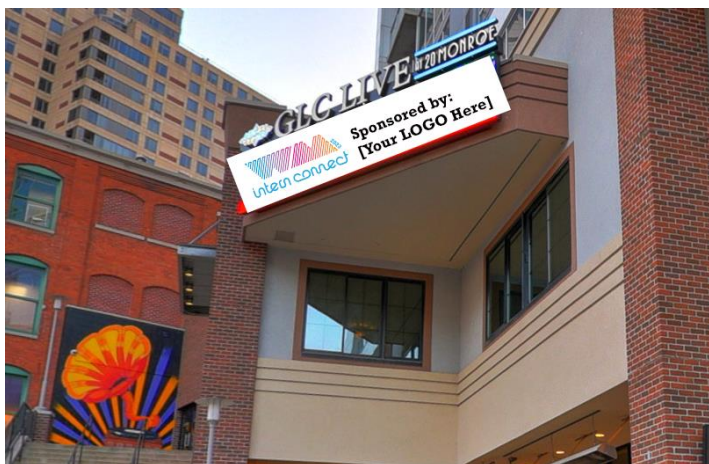


*Commercial video pending approval by Hello West Michigan

Updated 2/26/2025

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"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:



*Commercial video pending approval by Hello West Michigan

Updated 2/26/2025

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



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