



## **Sponsorship Opportunities**

### **MHEC Policy Summit & Annual Commission Meeting**

Policy Summit theme:

*Restore, Revitalize, Renew:*

*Higher Education's Role in the Economic Transformation of Communities*

November 15-17, 2010

Detroit, Michigan

#### **Policy Summit Opening Plenary with Keynote Speaker**

*Contribution: \$25,000*

Benefits include:

- Announcement in all pre-conference publicity as "Primary Sponsor"
- Inclusion of sponsor logo in event branding
- Signage throughout the event
- Full-page ad in conference program
- Speaking opportunity for sponsor representative

#### **MHEC 20<sup>th</sup> Anniversary Celebration Event**

##### **Reception and Dinner at the Henry Ford Museum**

*Contribution: \$25,000*

Benefits include:

- Announcement in all pre-conference publicity as "Primary Sponsor"
- Inclusion of sponsor logo in event branding
- Signage throughout the event
- Full-page ad in conference program
- Speaking opportunity for sponsor representative

#### **Annual Meeting Reception and Dinner**

##### **Detroit Institute of Arts**

*Contribution: \$10,000*

Benefits include:

- Inclusion of sponsor logo in event branding
- Signage throughout the event
- Half-page ad in conference program
- Speaking opportunity for sponsor representative

**Policy Summit Day Two Opening Plenary Session with Speaker**

*Contribution: \$10,000*

Benefits include:

- Inclusion of sponsor logo in event branding
- Signage throughout the event
- Half-page ad in conference program
- Speaking opportunity for sponsor representative

**Policy Summit Closing Luncheon**

*Contribution: \$5,000*

Benefits include:

- Signage throughout the event
- Half-page ad in conference program
- Speaking opportunity for sponsor representative

**General Sponsor**

*Minimum contribution: \$2,500*

Benefits include:

- Signage at registration
- Listing in conference program

***Additional Benefits and Opportunities:***

- Opportunity to meet and interact with approximately 200 legislators, business leaders, education leaders, and government officials primarily from 12 Midwestern states.
- Opportunity to publicly express a commitment to the Midwest by advocating for the role of higher education in the economic transformation of Midwestern communities.
- Recognition of sponsorship in post-event publications, including the MHEC website, electronic newsletter and annual report.

***About the Midwestern Higher Education Compact (MHEC):***

MHEC is a 12-member interstate compact established to advance Midwestern Higher education through collaboration. MHEC's governing board of 60 commissioners is comprised of state legislators, higher education leaders, and gubernatorial representatives. A small staff based in Minneapolis provides services and develops programs to enhance institutional productivity, promote college access and completion, facilitate public policy analysis and information exchange, and encourage innovation in the delivery of educational services.

MHEC's Michigan Commissioners are: The Hon. Pam Byrnes, Speaker Pro Tempore, Michigan House of Representatives; The Hon. John Cherry, Michigan Lieutenant Governor ; President David Eisler, Ferris State University; President Conway Jeffress, Schoolcraft College; The Hon. Tony Stamas, chair of the Higher Education Subcommittee of Appropriations, Michigan State Senate. MHEC's Commissioner Alternates are: Mr. John Austin, vice president of Michigan State Board of Education; The Hon. Joan Bauer, chair of the Higher Education Subcommittee of Appropriations, Michigan House of Representatives; President Edward Blews, Association of Independent Colleges and Universities of Michigan; and Dr. Michael Boulus, executive director of the Presidents Council, State Universities of Michigan.