

# Sponsorship Packages

## 2024



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**CHOOSE A SPONSORSHIP PACKAGE OR SELECT OPPORTUNITIES IN ADVANCE**

|                                       | GREAT LAKES<br>(8 max)                     |       | MIGHTY MITTEN<br>(6 max) |       | WEST SIDE<br>(4 max) |       | MACKINAC<br>BRIDGE             |       |
|---------------------------------------|--|-------|--------------------------|-------|----------------------|-------|--------------------------------|-------|
| <b>EVENTS &amp; EDUCATION</b>         |  |       |                          |       |                      |       |                                |       |
| Golf Outing                           | Main Event & Regular Hole                  | \$650 | Contest Hole             | \$500 | Regular Hole         | \$400 | Regular Hole                   | \$400 |
| Trade Show                            | Prime Location Booth                       | \$750 | Standard Booth           | \$625 | Level 1 Sponsor      | \$200 | 2 Trade Show Education tickets | \$260 |
|                                       | Level 3 Sponsor                            | \$600 | Level 2 Sponsor          | \$400 |                      |       |                                |       |
| Membership Lunch                      | \$250                                      |       | \$250                    |       | \$250                |       | N/A                            |       |
| Designation Lunch Sponsor             | N/A  |       | N/A                      |       | \$50                 |       | \$50                           |       |
| Maintenance Event                     | \$250                                      |       | \$250                    |       | \$250                |       | N/A                            |       |
| Reverse Trade Show                    | 1 Attendee                                 | \$250 | 1 Attendee               | \$250 | N/A                  |       | N/A                            |       |
| Bowling Event                         | Alley Cat                                  | \$500 | General                  | \$250 | General              | \$250 | N/A                            |       |
| Fall Fest Family Event                | Level 3 Sponsor                            | \$450 | Level 2 Sponsor          | \$250 | Level 1 Sponsor      | \$100 | N/A                            |       |
| Holiday Party                         | \$250                                      |       | \$250                    |       | \$250                |       | N/A                            |       |
| Happy Hour                            | \$200                                      |       | \$200                    |       | \$200                |       | \$200                          |       |
| <b>ADVERTISING</b>                    |  |       |                          |       |                      |       |                                |       |
| Company of the Month                  | Social Media & Email Shoutouts (all month) | \$250 | N/A                      |       | N/A                  |       | N/A                            |       |
| Logo in Email & Front Page of Website | \$200                                      |       | \$200                    |       | \$200                |       | \$200                          |       |
| Email Ads (2)                         | N/A  |       | \$100                    |       | \$100                |       | \$100                          |       |
| PAC Tee Shirts                        | Large Colored Logo                         | \$400 | Medium Logo              | \$300 | Small Logo           | \$200 | N/A                            |       |
| Website Banner Ad (1)                 | All Year                                   | \$200 | 6 Months                 | \$100 | 3 Months             | \$50  | N/A                            |       |
| ADMIN FEE                             | Waived                                     |       | \$60                     |       | \$50                 |       | \$40                           |       |
| Total Value                           | \$5,130                                    |       | \$3,925                  |       | \$2,500              |       | \$1,210                        |       |
| <b>TOTAL COST (15% Discount)</b>      | <b>\$4,490</b>                             |       | <b>\$3,396</b>           |       | <b>\$2,175</b>       |       | <b>\$1,068</b>                 |       |

**ADVERTISING cannot be swapped, NO EXCEPTIONS | Packages are based on an annual term and refunds are not applicable, NO EXCEPTIONS!**

**Questions? Not sure what is right for you or your company? To find out more information about what is included in any sponsorship, please contact us at (616) 531-5243 or [info@pmawm.com](mailto:info@pmawm.com).**

## GENERAL LIST OF SPONSORSHIPS AND ADMISSION:

| Education   | Members | Non-Members |
|---|---------|-------------|
| Certified Apartment Leasing Professional (CALP)               | \$650   | \$1,150     |
| Certified Apartment Manager (CAM)                             | \$1,100 | \$1,600     |
| Certified Apartment Supplier (CAS)                            | \$899   | \$1,399     |
| Certified Apartment Portfolio Supervisor (CAPS)               | \$1,900 | \$2,400     |
| Certified Pool Operator (CPO)                                 | \$550   | \$700       |
| Continuing Education for Real Estate License Course (Virtual) | \$49    | \$79        |
| Fair Housing (Virtual)  | \$49    | \$99        |
| Education Conference & Trade Show Education Attendee          | \$130   | \$230       |
| Education Conference & Trade Show Standard Booth              | \$625   | \$900       |
| Education Conference & Trade Show Prime Booth                 | \$750   | \$1,025     |

| Events                               | Members | Non-Members |
|--------------------------------------|---------|-------------|
| Golf Outing (per golfer)             | \$145   | \$245       |
| Golf Outing Regular Hole             | \$400   | N/A         |
| Golf Outing Contest Hole             | \$500   | N/A         |
| Reverse Tradeshow (per person)       | \$250   | \$500       |
| Happy Hour/Cocktails with Committees | \$25    | \$45        |
| Bowling (team of 4)                  | \$210   | \$310       |
| Maintenance Appreciation             | \$0     | \$25        |
| Membership Breakfast or Lunch        | \$35    | \$65        |
| Training Room Rental Half Day        | \$100   | N/A         |
| Training Room Rental Full Day        | \$200   | N/A         |
| Holiday Party Attendee               | \$75    | \$135       |
| Fall Fest Family Event               | Free    | N/A         |

| Legislative                            | Members | Non-Members |
|--|---------|-------------|
| Capitol Day                            | \$0.00  | N/A         |
| PAC T-shirt Sponsor (Large Color Logo) | \$400   | N/A         |
| PAC T-shirt Sponsor (Medium Logo)      | \$300   | N/A         |
| PAC T-shirt Sponsor (Small Logo)       | \$200   | N/A         |
| Legislative Update Lunch or Breakfast  | \$40.00 | \$80.00     |

| A-la-Carte Sponsorships                     | Members | Non-Members |
|---|---------|-------------|
| Membership Lunch or Breakfast               | \$250   | N/A         |
| Education Conference & Trade Show - Level 1 | \$250   | N/A         |
| Education Conference & Trade Show - Level 2 | \$350   | N/A         |
| Education Conference & Trade Show - Level 3 | \$600   | N/A         |

|   |         |     |
|---|---------|-----|
| Education Conference & Trade Show - Level 4 | \$1,000 | N/A |
| Designation Lunch                           | \$50    | N/A |
| Maintenance Appreciation Event              | \$250   | N/A |
| Bowling (King Pin)                          | \$1,000 | N/A |
| Bowling (Alley Cat)                         | \$500   | N/A |
| Bowling (General)                           | \$250   | N/A |
| Fall Fest Family Event - Level 1            | \$250   | N/A |
| Fall Fest Family Event - Level 2            | \$250   | N/A |
| Fall Fest Family Event - Level 3            | \$450   | N/A |
| Holiday Party (Entertainment)               | \$850   | N/A |

## ADDITIONAL NOTES ABOUT SPONSORSHIP OPPORTUNITIES:

**General Sponsorships** (Membership Meetings, Happy Hours, Education, Maintenance) often include:

- Admission for 1 attendee
- Brief talk time
- Branding/advertising

**Unique/Specialty Sponsorships** (big events like the golf outing or conferences, charitable events and activities, etc.) are:

- Uniquely created for the type/style of the event.
- Include admission ranging from 1-4 attendees or more.
- May include additional attendee tickets to gift to clients.
- Often include additional exposure or advertising.
- Often include longer talk time.
- May include additional PR through press releases, etc.

**Reverse Trade Show** (popular business partner event generally held in June):

- Timed business meetings with decision makers.
- Limits two per company.
- Registration is first-come-first serve (*does not apply to the one secured admission in Great Lakes Package*)
- Number of entries into event depends on secured management company/owner participation.

Packages are based on an annual term and are **NON-REFUNDABLE**. Sponsorship packages are not prorated based on membership join date.

**All commitments need to be paid by: April 1, 2024**

- If not paid in full by the above date, sponsorship packages will be opened to other Business Partners for purchase.