

Sponsorship Information



Great Lakes Lighthouse Conference

Theme: Be the Beacon: Connecting with and Guiding Your Community

Dates: April 21-23, 2024 (*Sun – Tues*)

Location: Port Huron, MI (*DoubleTree Hilton & various maritime venues*)

Host: Port Huron Museums





BE THE BEACON: ***Connecting with and Guiding Your Community***

SPONSORSHIP OPPORTUNITIES

Port Huron, MI

April 21-23, 2024

BENEFITS OF SPONSORSHIP

Access to an audience of active and influential community decision-makers

- Attendees will include lighthouse organization members, architects, tourism officials, contractors, government officials, historians, museum professionals, curators, museum board members, historic property managers, and more.

Brand recognition and broad benefits

- The Michigan Lighthouse Alliance is a respected organization, both in Michigan and nationally, thereby ensuring favorable brand exposure through affiliation as an event sponsor.
- The 2024 Great Lakes Lighthouse Conference will garner regional and nationwide publicity through a variety of media marketing vehicles.
- Sponsorship acknowledges you as one of a select few supporters of the only event of its kind in the nation.
- Sponsorship will give you repeated visibility with our audience, before, during, and after the conference.

New connections with industry leaders

- Sessions and events provide numerous opportunities for networking and sharing ideas.

Promotion of your company's products & services through event promotional materials

- Your company/organization will be promoted on the MLA event's Facebook page, and on the website sponsor page for two years. The sponsor page will include your company's/organization's logo and a link to your web site.
- Your logo will be included on the MLA conference website and highlighted during the conference (*deadline for submission is Friday, March 22, 2024*).
- Your company/organization will have prominent recognition on conference digital media and email blasts (as soon as received).
- Your company/organization logo/name will be included on materials distributed at the event to attendees and spotlighted during the "sponsored" conference event.

The Great Lakes Lighthouse Conference provides diverse stakeholders a great opportunity to get inspired, to share ideas, and to learn from practitioners, industry professionals, and others involved in telling the stories of and preserving lighthouses. All efforts are placed within a framework of sustainability and community development, all to protect our lighthouses and collective maritime heritage long into the future.



Event Overview

After numerous successful conferences, including the 2021 virtual conference during the pandemic, and in response to interest in continuing its biennial lighthouse preservation conference, the Michigan Lighthouse Alliance (MLA) is proud to announce that its next in-person conference will be held April 21-23, 2024 at the DoubleTree by Hilton venue in Port Huron, Michigan.

MLA's mission is to preserve, advocate for, be stewards of, and tell the stories of Michigan's historic lighthouses and associated Great Lakes maritime heritage.

Among the presentations and celebrations offered during this multi-day, multi-faceted event hosted by Port Huron Museums, will be sessions focused on organizational management strategies to help lighthouse organizations plan to thrive in the future. These include creating strategic plans, working within your communities, benefiting from community partnerships, developing site-specific programs and funding strategies, and building relationships to bring in new supporters.

The conference will feature:

- **Educational sessions & panel presentations:** focused on preparing for change and resilience through organizational planning strategically for long-term thriving; funding and nurturing donors for the long term; being effective community partners; engaging in innovative community-based programming; retaining volunteers and recruiting/staffing for the future;
- **Special Presentations:** highlighting music and theatrical entertainment inspired by the maritime history of the Great Lakes and stories about lighthouses that are used to connect people to place and build local followers and supporters (Anna Mack and Dan Hall);
- **Looking Back/Looking Forward:** looking back to MLA's beginnings via a keynote plus a panel of "musings by long-timers on what we have done and contributed" to date; looking forward by conference participants through "world cafe" small group discussions; and
- **Networking opportunities:** building relationships with lighthouse partners, industry professionals, and agency personnel, all of whom are critical to creating successful organizations, lighthouse management and programming, and community connections. It will be a joy to connect with one another again!

Sponsorship Information

What is sponsorship money used for?

All sponsorship funds and registration fees first support this event. Any profits are retained by the Michigan Lighthouse Alliance, a 501(c)3 organization that "provides leadership, advocacy and education to ensure the preservation of lighthouses and associated maritime heritage." Funds directly support programming and conferences such as this one and the three free webinars offered during Spring 2024.

What are the deadlines for inclusion of my logo on digital and conference materials?

- Deadline for conference materials and program: **Friday, March 22, 2024**
- Deadline for pre-conference emails: 3 days prior to each email blast

Will I have event exclusivity with my sponsorship?

The Michigan Lighthouse Alliance cannot guarantee exclusivity to sponsors. We will work to ensure that each sponsor is given sufficient recognition relative to the level of sponsorship.

Where can I get more information on the Great Lakes Lighthouse Conference?

You may visit MLA's web site at www.michiganlighthousealliance.org, or contact Buzz Hoerr at (802) 734-1621 or info@michiganlighthousealliance.org. Email is the best method of communication. "Like" us on FaceBook at Michigan Lighthouse Alliance.

To receive updates on the event via email blasts or mail, email your contact information to:
info@michiganlighthousealliance.org



BE THE BEACON: ***Connecting with and Guiding Your Community***

SPONSORSHIPS AVAILABLE (2024)

Fresnel Lens

Scholarships for Student Panel Presenters to Attend Full Conference

April 22 & 23

\$2,500

Lantern Room

Dinners (2)

April 21 (heavy hors d'oeuvres at the Carnegie Center), April 22 (DoubleTree Conference Center)

\$1,000 each

Foghorn

Evening Entertainment (2)

April 21 (Anna Mack), April 22 (Dan Hall)

\$650 each

Tower

Lunches (2)

April 22 & 23

\$500 each

Mess Hall

Continental Breakfasts (2)

April 22 & 23

\$400 each

Keeper's Log

Workshop Sessions (~7)

April 22 & 23

\$250 each

Galley

Beverage Service throughout the day (2)

April 22 & 23

\$150 each

Fresnel Lens, Lantern Room, and Foghorn event sponsors will receive free display booth space at DoubleTree conference site throughout the event on April 22 & 23



SPONSORSHIP AGREEMENT

Port Huron, MI April 21-23, 2024

My organization commits to sponsoring the following event(s) at the level(s) indicated (see previous page):

Event _____ \$ _____

Event _____ \$ _____

Alternative if above options are already secured:

Event _____ \$ _____

Contact Name/Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Web URL: _____

Authorizing Signature: _____ Title: _____

TOTAL Amount \$ _____

Payment method _____ Check (enclosed) _____ Credit Card
(Make check payable to Michigan Lighthouse Alliance) (Pay with a major credit card by calling Ann Method (see below))

Download this file to fill out (digitally completed or to fill out by hand)
SUBMIT (for use in print & digital materials): both a digital (e.g., .JPEG) and a vector-based (e.g., .EPS) current organization logo to info@michiganlighthousealliance.org

Sponsorships are accepted on a first come, first secured basis. The official deadline for receipt of all sponsorship application forms and fee payments is **Friday, March 22, 2024**. All sponsors whose application forms and fee payments are received *on or before* that date will be listed in the conference program brochure.

Please return this completed form, 2 versions of company/organization logo, and payment (if by check) as soon as possible to:

MLA: Ann Method
877 Persimmon Drive
Brighton, MI 48116
(906) 322-5198

info@michiganlighthousealliance.org