

MWF

# 2025 Event Sponsorship Guide



## About Us



*Our furry clients will directly benefit from this investment from Michigan Women Forward. You've truly helped me grow as a small business owner.*

**Evvia Marshall**  
Creative Canine Pet Services

Michigan Women Forward is a statewide nonprofit founded in 1986 to improve the lives of Michigan women. We acknowledge the accomplishments of women leaders and, as stewards of the Michigan Women's Hall of Fame, pay tribute to our state's female trailblazers. As a CDFI, Community Development Financial Institution, we provide capital funding to small businesses to help promote economic growth, build generational wealth and invest in Michigan neighborhoods.

### Our vision

To create an inclusive economy for the State of Michigan where women and people of color can create viable businesses that build long-term sustainable wealth.

### Our mission

To expand economic opportunity for women and entrepreneurs of color by providing access to capital and business resources, and to celebrate outstanding Michigan women by honoring their leadership contributions to the community, economy, and our state.

## Our Impact ————— 2024

**\$1,544,500** Invested in Michigan small businesses and their neighborhoods

**1,035** Attendees to our WomanUp & Celebrate and Michigan Women's Hall of Fame events

**3,298** Entrepreneurs supported with pitch awards, loans and technical assistance

**55** Percent of MWF small business microloan recipients who are women of color

**17** Michigan women leaders honored for their accomplishments

# Our 2025 Events

## WomanUp & Celebrate

WomanUp & Celebrate honors extraordinary leaders with the Women of Achievement and Courage Award. This prestigious award celebrates Michigan women who have made a significant contribution to their fields, have a proven track record as being mentors and role models for others, and empower and inspire their community.

**Expected Audience:** 400-800

**WomanUp & Celebrate Detroit:** May 7, 2025

**WomanUp & Celebrate Grand Rapids:** May 20, 2025

**WomanUp & Celebrate Event TBD:** September 2025

## Michigan Women's Hall of Fame

Michigan Women Forward is the steward for the Michigan Women's Hall of Fame where their legacy will live on forever, inspiring Michigan women to reach beyond their wildest dreams. Over the years, 350 Michigan women have been recognized for leaving their indelible mark in their fields and on our state. This event draws women and men statewide who come to support and acknowledge the accomplishments of these exceptional women.

**Expected Audience:** 300+

**Date:** October 2025

**Location:** TBD. Typically, the event is held in Lansing or Detroit.

## Custom Sponsorship Packages

Our development team is happy to work with you to create a custom Michigan Women Forward sponsorship package to meet your organization's marketing or philanthropic goals. Ask us about ...

- WomanUp & Pitch competition
- Small business workshops & webinars
- Power of 100 Women
- Newsletter or website sponsorships
- Matching fundraising gift



# Sponsorship Recognition + *Benefits*

Here's how your organization can demonstrate its commitment to fostering female leadership, recognizing the accomplishments of Michigan women and supporting minority entrepreneurship.

	All Access	Icon	Impact	Trailblazer	Fearless	Leader	Table
MWF Event	\$50,000 ALL Statewide Events	\$25,000 WomanUp & Celebrate or Hall of Fame	\$15,000 WomanUp & Celebrate or Hall of Fame	\$10,000 WomanUp & Celebrate or Hall of Fame	\$5,000 WomanUp & Celebrate or Hall of Fame	\$3,000 WomanUp & Celebrate or Hall of Fame	\$2,000 WomanUp & Celebrate or Hall of Fame
Event tickets	10 per event	20	16	14	12	10	8
WomanUp & Celebrate VIP tickets — SEMI	2	2					
Opportunity to speak at the event	✓	✓					
Inclusion as an expert source in MWF blog post	✓	✓	✓				
Social media kit to post on corporate accounts	Custom	Custom	General	General			
Recognition as event sponsor on MWF social accounts	✓	✓	✓	✓	✓	✓	
Recognition as event sponsor on MWF website	Logo	Logo	Logo	Logo	Logo	Logo	
Verbal recognition as event sponsor during event	✓	✓	✓	✓	✓	✓	
Recognition as event sponsor on signage and slideshow	Logo	Logo	Logo	Logo	Logo	Logo	
Recognition on special signage as featured sponsor	✓	✓	✓	✓	✓		

All Access Sponsorship includes all three WomanUp & Celebrate and the Michigan Women Hall of Fame event.

# MichiganWomenForward Sponsorship

**To fill out this form online, please go to [miwf.org/sponsorform](http://miwf.org/sponsorform)**

Organization (as it should be recognized): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Alternative Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

## SPONSORSHIP LEVEL

- \$50,000 All Access Sponsor
- \$25,000 Icon Sponsor
- \$15,000 Impact Sponsor
- \$10,000 Trailblazer Sponsor
- \$5,000 Fearless Sponsor
- \$3,000 Leader Sponsor
- \$2,000 Table Sponsor

## EVENT

- WomanUp & Celebrate – Grand Rapids
- WomanUp & Celebrate – Detroit
- WomanUp & Celebrate – TBD
- Michigan Women’s Hall of Fame

## PAYMENT

Amount \$: \_\_\_\_\_

- Check (payable to Michigan Women Forward)
- Credit Card (AMEX, Master Card, Visa)

ACH payments also accepted. Email [ltown@miwf.org](mailto:ltown@miwf.org)

Name as it appears on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

MichiganWomenForward

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