

MWF

2026 Event Sponsorship Guide



About Us



"MWF came in clutch. They helped us avoid a cash flow crunch, so we could meet demand and grow the way we needed to."

Erica Pietrzyk | Pietrzyk Pierogi



"MWF has been a big part of our success. Without their loan, we couldn't have added a second location."

Andrew Gauthier | Groovy Donuts

MWF is a statewide community development organization and certified CDFI dedicated to expanding opportunity and fueling prosperity across Michigan. Founded in 1986, MWF invests in entrepreneurs, providing access to capital and education, and helps build stronger, more vibrant communities and a resilient state economy.

As stewards of the **Michigan Women's Hall of Fame** and hosts of the annual **WomanUp & Celebrate** events, we honor and elevate the achievements of exceptional Michigan leaders whose vision and impact inspire the next generation.

Through our lending, education, and recognition programs, MWF acts as an economic catalyst — helping entrepreneurs grow, communities thrive, and Michigan move forward.

\$14 million

Invested in Michigan small businesses, their neighborhoods, and our economy.

Our
**3-Year
Impact**

5,500+ hours of technical assistance and business support offered to entrepreneurs

83% of MWF loan clients are women.

69% of MWF loan clients are minorities.

50% of MWF loan clients have low-to-moderate income.

WOMANUP & CELEBRATE

Three Statewide Events Honoring Michigan's Most Inspiring Women Leaders

Each year, Michigan Women Forward hosts **WomanUp & Celebrate** — a statewide series of uplifting events that honor extraordinary women who are shaping the future of our state. From the boardroom to the classroom, from the arts to advocacy, these leaders embody courage, excellence, and the spirit of community.

The WomanUp & Celebrate series recognizes women whose impact goes far beyond their titles. **Our Woman of Achievement & Courage Award** honors Michigan women who have made a significant contribution to their fields, have a proven track record as role models and mentors, and empower others through their leadership.

The Women to Watch Award celebrates outstanding women age 45 and under who are rising stars in their industries and communities.

Expected Audience: 200–400 per event

WomanUp & Celebrate Detroit: April 30, 2026

WomanUp & Celebrate Grand Rapids: June 9, 2026

WomanUp & Celebrate Kalamazoo: Sept. 28, 2026



I am so honored to be recognized by MWF. Those who have been recognized before me are trailblazers that I admire, and I am humbled to join this community of supportive women.

Holly Johnson | CEO, Frey Foundation

2025 Woman of Achievement & Courage Honoree



MICHIGAN WOMEN'S

HALL OF FAME

A Premier Annual Celebration Honoring Trailblazers Who Shaped Our Past and Inspire Our Future

Michigan Women Forward proudly hosts the annual **Michigan Women's Hall of Fame Induction Ceremony** — a powerful evening celebrating the visionaries, innovators, and changemakers whose achievements have left an indelible mark on our state and beyond. Established in 1983, the Michigan Women's Hall of Fame honors women from all walks of life who have broken barriers, created opportunities, and paved the way for generations to come. The Hall of Fame recognizes honorees in two distinct categories:

- **Historical inductees**, honoring the legacy of trailblazers who are no longer living but whose influence continues to shape Michigan's story.
- **Contemporary inductees**, celebrating living leaders whose courage, creativity, and impact are transforming our communities today.

From Sojourner Truth and Rosa Parks to Diana Lewis and Gretchen Whitmer, the Michigan Women's Hall of Fame has recognized more than 350 remarkable women whose accomplishments span business, politics, science, education, the arts, and social justice. Together, their stories represent a collective legacy of leadership and perseverance — and a reminder that Michigan's history isn't complete without "her story."

Expected Audience: 200-300

Date: Nov. 5, 2026

Location: The War Memorial, Grosse Pointe Farms

It is necessary for the strength, dedication, and commitment of strong women to help in today's world. The inductees in the Michigan Women's Hall of Fame have made sacrifices for a better future.

Diana Lewis | Award-Winning Broadcast Journalist
2025 Michigan Women's Hall of Fame Inductee

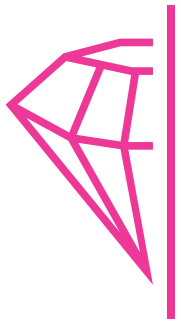


Event Sponsorship *Opportunities*

Explore sponsorship levels for each of Michigan Women Forward's signature 2026 events. Choose one or more of our celebrations — WomanUp & Celebrate in Southeast Michigan, West Michigan, or Kalamazoo, or the Michigan Women's Hall of Fame Induction Ceremony. Each event honors women's leadership and community impact in a different region of the state, offering sponsors a powerful opportunity to connect with diverse audiences across Michigan.

Want to support our mission statewide and be featured at every MWF 2026 event? **Learn more about our Diamond Sponsorship opportunity on the next page.**

	\$15,000 Platinum Sponsor	\$10,000 Gold Sponsor	\$5,000 Silver Sponsor	\$3,000 Bronze Sponsor	\$2,000 Table Sponsor	
Tickets to your choice of MWF event	20	16	12	10	8	
Special press release recognition as top sponsor	✓					
Inclusion as an expert source in MWF blog post	✓					
Recognition on e-blasts sent out to mailing lists	✓	✓				
Personalized social media kit for posting to corporate accounts	✓	✓	✓			
Verbal recognition as event sponsor during event	✓	✓	✓	✓		
Recognition as event sponsor on MWF social accounts	✓	✓	✓	✓		
Recognition as event sponsor on MWF website	✓	✓	✓	✓	✓	
Recognition as event sponsor on event slideshow and program	✓	✓	✓	✓	✓	



DIAMOND SPONSOR

Statewide Partner

Receive all the benefits of the **Platinum level** for every MWF signature event — the three WomanUp & Celebrate gatherings and the Michigan Women’s Hall of Fame Induction Ceremony — plus the following exclusive statewide benefits and year-round visibility.

- **Spotlighted presence at every celebration.** Your organization will be featured at each event through a brief speaking opportunity or a personalized MWF-produced “thank you” video highlighting your partnership and community impact.
- **Featured recognition in MWF’s 2026 Annual Report.** Highlights your organization’s partnership and statewide impact in advancing women’s leadership, entrepreneurship, and community investment.
- **Professional photography package.** Includes access to high-resolution event photos for sponsor use, along with an exclusive photo opportunity for your representative with event honorees.
- **Access to the VIP Reception at WomanUp & Celebrate Southeast Michigan.** All of your organization’s attendees are invited to join honorees, MWF leadership, and fellow partners for an exclusive pre-event celebration.

Diamond Sponsors exemplify the mission of MWF — championing women’s leadership, driving economic opportunity, and strengthening communities statewide.

\$50,000

Additional Options

Celebrate & Elevate! Congratulations Ad

Honor an MWF honoree by sponsoring a Celebrate & Elevate! congratulations ad. Share words of congratulations, include your logo, and spotlight your support for Michigan women and MWF’s mission. Choose your congrats ad package below.

AD INCLUSION	
SLIDESHOW Full-page slideshow ad displayed at event.	\$250
SLIDESHOW + EMAIL Slideshow + ad in event “thank you” email sent to attendees.	\$500
SLIDESHOW + EMAIL + HONOREE SOUVENIR PROGRAM Slideshow, email + inclusion in a souvenir program given to honorees.	\$750

Swag Bag Insert Sponsor



Extend your reach by connecting directly with MWF’s event audiences — influential leaders, entrepreneurs, and community advocates from across Michigan. Sponsors may provide a branded item or marketing piece to be included in guest swag bags, offering a lasting reminder of your organization’s support and impact.

\$1,500 per event

2026 Sponsorship Form

Organization: _____ Contact Name: _____

Address: _____ ZIP Code: _____

Phone Number: _____ Email Address: _____



\$50,000 DIAMOND STATEWIDE SPONSORSHIP

Includes all benefits for all four MWF 2026 events.

MWF SINGLE EVENT SPONSORSHIP

Choose one or more MWF 2026 events. For all four MWF events, select Diamond Sponsorship above.

\$15,000 Platinum

- | | |
|--|---|
| ☐ WomanUp & Celebrate West MI | ☐ WomanUp & Celebrate Southeast MI |
| ☐ WomanUp & Celebrate Kalamazoo | ☐ Michigan Women's Hall of Fame |

\$10,000 Gold

- | | |
|--|---|
| ☐ WomanUp & Celebrate West MI | ☐ WomanUp & Celebrate Southeast MI |
| ☐ WomanUp & Celebrate Kalamazoo | ☐ Michigan Women's Hall of Fame |

\$5,000 Silver

- | | |
|--|---|
| ☐ WomanUp & Celebrate West MI | ☐ WomanUp & Celebrate Southeast MI |
| ☐ WomanUp & Celebrate Kalamazoo | ☐ Michigan Women's Hall of Fame |

\$3,000 Bronze

- | | |
|--|---|
| ☐ WomanUp & Celebrate West MI | ☐ WomanUp & Celebrate Southeast MI |
| ☐ WomanUp & Celebrate Kalamazoo | ☐ Michigan Women's Hall of Fame |

\$2,000 Table

- | | |
|--|---|
| ☐ WomanUp & Celebrate West MI | ☐ WomanUp & Celebrate Southeast MI |
| ☐ WomanUp & Celebrate Kalamazoo | ☐ Michigan Women's Hall of Fame |

ADD-ON OPTIONS

- ☐ \$250 – Slideshow Ad
- ☐ \$500 – Slideshow + Email Ads
- ☐ \$1,000 – Slideshow + Email + Souvenir Ads
- ☐ \$1,500 – Swag Bag Insert

Select Event(s)

- ☐ WomanUp West MI
- ☐ WomanUp Southeast MI
- ☐ WomanUp Kalamazoo
- ☐ Hall of Fame

PAYMENT Total Amount: \$ _____

- ☐ Check (payable to Michigan Women Forward) ☐ Credit Card (AMEX, Master Card, Visa)
- Ask about ACH payments, which are also accepted.*

Name as it appears on card: _____

Card #: _____ Exp. Date: _____ CVV: _____

Billing Address: _____

Signature: _____

Questions? Email Lisa Grace, lgrace@miwf.org, or Laura Town, ltown@miwf.org

MWF, 1155 Brewery Park Blvd, Suite 260, Detroit, MI 48207 | 313-962-1920 | miwf.org