



**MI GREEN TEAM**

## Michigan's Best of the Best\* Healthy Living Community Events Sponsorship Opportunities

\* Detroit Free Press 1/3/17, 4/20/17



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## Sponsor Michigan's "Best of the Best" Healthy Living Community Events

MI Green Team (MGT) is the producer of some of Michigan's largest and liveliest healthy living community events, regularly listed among the "best of the best" events by the Detroit Free Press.

MGT events showcase a wide variety of products, services and programs that promote healthy people, planet and prosperity. They offer leading exhibitors, live entertainment, door prizes, expert presentations, healthy concessions, free massage, NPO participation, wellness programs, recycling, kids' activities, awards, special events and more.

Each event is promoted through unmatched corporate and media partnerships, aggressive print and digital advertising, as well as generous community participation and support. Participants and attendees benefit from detailed on-line schedules, listings, and locator maps, as well as door prize, show special, samples and giveaways promotions.

MGT events bring in tens of thousands of people annually to learn about healthy living and to discover healthy alternatives in a wide variety of product and service categories, including food, health care, transportation, clothing, home, personal care, garden, beauty, gifts, kitchen, finances, kids, pets and much more.

Sponsoring these high-profile, community events will help your organization achieve its publicity and marketing goals, and will highlight its commitment to a healthy living, environment and economy.

### **Growth of MGT Events**

MI Green Team's original and flagship community event is the one of the planet's largest Earth Day events, held annually in

downtown Rochester. In April 2006, it was held at Oakland University and was attended by 1,000 visitors. In 2009, the event moved to downtown Rochester and was renamed the **MI Earth Day Fest**, to highlight its regional appeal. It grew to over 50,000 attendees and 200 exhibitors.

Over the years, MGT has partnered with other leading event producers and venues, and expanded its event line up to offer a full schedule of the "best of the best" healthy living community events, and year-round promotional, merchandising and vending opportunities, including:

### **2017**



**East MI VegBash**  
**Friday, November 24th, 2017**  
**Packard Proving Grounds, Shelby Twp**  
500-1,500 Attendees (\$10, \$7 Student)  
[www.eMIvb.com](http://www.eMIvb.com)

MGT and The Quintessential Event Co. are pleased to present the fourth event in this wildly-popular vegan/vegetarian food, drink and lifestyle celebration, and the first of its kind in Macomb County.



### **Healthy Home & Living Expo Holiday Gift Fair**

**Locations and Dates TBA**  
250-750 attendance (\$10, Student \$5)  
[www.HHLE.info](http://www.HHLE.info) | Express Interest  
MGT partners with local schools to promote holiday and healthy living products/services to their communities. Proceeds are shared with participating groups, who take ticket sales responsibility, and also benefit from other fundraising and program opportunities.

**2018**



13<sup>th</sup> annual **MI Earth Day Event**  
**April 20-22, Fri 4-8, Sat 10-6, Sun 10-4**  
**Rochester Municipal Park**  
10,000-50,000 Attendance (Free, VIP \$10)  
[www.miEDF.com](http://www.miEDF.com) | [Exhibitor Reservation](#)  
MGT's flagship and only weekend-long event is one of the planet's largest and liveliest Earth Day events. Featured as the "best of the best events" by the Detroit Free Press.

2<sup>nd</sup> **New Year, New You! Wellness Expo**  
**Saturday, January 6, 8am-1pm**  
**Royal Oak Farmers Market**  
500-1,000 Attendance (Free, VIP \$10)  
[www.NYNYWE.com](http://www.NYNYWE.com)

The expo runs concurrently with the Saturday morning market indoor market. It was named "best of the best things to do" by the Detroit Free Press in 2017.



**Freedom Festival**  
**Tuesday, July 3, 6pm-11pm**  
**Packard Proving Grounds, Shelby Twp.**  
1,500-2,500 Attendance (Free)  
[www.mifreedomfest.com](http://www.mifreedomfest.com)

The festival provides patriotic/freedom-themed shopping and entertainment to the large crowds attending the popular 10pm Shelby Twp. fireworks display.

**Healthy People & Planet**  
**Saturday, February 24, 8am-1pm**  
**Royal Oak Farmers Market**  
500-1,000 Attendance (Free, VIP \$10)  
[www.HPPfest.com](http://www.HPPfest.com)

The expo runs concurrently with the Saturday morning market indoor market and will be the fourth event in the series, named "best of the best things to do" by the Detroit Free Press.



4<sup>th</sup> annual **Holistic Health & Wellness Fair**  
**Sunday, July 29, 11am-4pm**  
**Packard Proving Grounds, Shelby Twp.**  
250-750 Attendees (\$5, VIP \$10)  
[www.HHWfair.com](http://www.HHWfair.com) | [Exhibitor Reservation](#)

MGT promotes the self-care revolution in its second year of managing Macomb County's premier holistic health and wellness event.

**V in the D**  
**Thursday, March 8, 4pm-8pm**  
**Eastern Market, Detroit**  
500-1,500 Attendees (\$10, \$7 Student)  
MGT presents the first major celebration of vegan food, drink and living in downtown Detroit. Website and registration TBA.

## Unmatched Publicity

### Media Sponsorships

Media sponsorship of MGT events has grown consistently, resulting in a wide variety of high-profile promotions and publicity. Sponsors included major Detroit TV and radio, as well as leading MI wellness and community periodicals. In the past few years, media sponsorship has significantly increased to include network TV, leading local newspapers, major radio station, and large general-audience magazines.

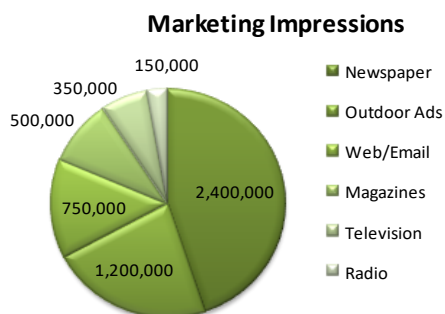


### Media Coverage

Media coverage has included live television news feeds, pre-event radio interviews, as well as many print and web articles before, during and after events. Metro Detroit media outlets have provided extensive coverage including Fox-2 TV, WDIV, WXYZ-TV Channel 7, the Detroit Free Press/News, the Oakland Press, the Macomb Daily, CBS Detroit Radio, WJR, WWJ, dozens of websites and many others.

### Make a Big Impression

Media sponsorships and coverage, along with outdoor advertising and web/email marketing, produce millions of marketing impressions every year. With additional sponsors and publicity, total impressions continue to increase each year.



## Community Involvement

**MGT** healthy living events are truly community events, bringing together interests and leaders from across the political spectrum to promote health, community and economic development.

Oakland County Executive L. Brooks Patterson (R) has endorsed MGT events and presented an Earth Day proclamation. Michigan's Senator, Gary Peters (D), has also generously supported MGT events, including offering recognition in the US Congressional record.



Every year, partnerships are made with local, county and state government, to promote green and wellness programs.

Dozens of leading non-profit environmental, wellness, business and community groups participate each year. Many have played a role in designing and delivering festival programming, promotion & special events.

## Connect with Michigan's Health Conscious Consumers

Once a niche market, Lifestyle of Health and Sustainability (LOHAS) consumers now make up more than 25% of US shoppers, and more than \$300 billion in sales. The LOHAS market represents an incredible opportunity for specialty brands, as they tend to buy based on values, rather than price. But that kind of loyalty isn't something brands can earn overnight – or with a series of slick ads. To connect with this market, look no further than MGT events, among the area's biggest and best healthy living events!



## Support Healthy Programs

**MGT** healthy living events offer a wide variety of fun and informative healthy-living experiences. Each year, new programming, exhibit areas and activities are added. In recent years, these have included: the Connect Café non-profit networking and community-building, pep rally/parades, races/runs, kids art contests, awards ceremonies, and more.

### Exhibits



Exhibitors offer a wide variety of healthy and planet-friendly products, services and programs. Each is listed on well-visited event websites, where

their show specials, door prizes, giveaways and free samples are actively promoted.

### Speakers



Speakers include local and national educators, community leaders, chefs, celebrities, activists, and health advocates, offering the latest

information, demonstrations and advocacy on today's most topical issues.

### Entertainment



All MGT events include a full schedule of live music and dance entertainment.

Talented up-and-comers, local and national headliners, and popular community/school groups perform on stage to large and appreciative audiences.

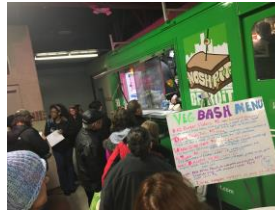
### Displays



MGT events often include displays of the latest technology - in health/exercise equipment, home improvements,

gardening, alternative fuel & electric vehicles, renewable energy systems, and much more.

### Concessions



Healthy and delicious food, drinks and snacks are available at all MGT events. Many of the area's finest food trucks,

restaurants, and caterers offer organic, natural and toxin/allergy free options. Clean dining tables and handy recycling are always provided nearby.

### Kids Activities



A kids/family area, with continuous and varied activities, is provided at all weekend and daytime MGT events. Tower and straw-bale

climbs, arts & crafts, farm animal and pet encounters, interactive displays, and other interesting activities keep kids and parents informed and entertained.

### Free Services & More



After a busy day of shopping, activities and entertainment, MGT event-goers can enjoy a free massage, wellness check, yoga class or

energy work. Door prizes, goodie bags, and other free items/services add to the fun.

## Premier Venues

MGT Events are held at premier indoor and outdoor venues, including:

**Downtown Rochester**, combining great natural beauty with a vibrant downtown, 2013 winner of the Great American Main Street Award. The Rochester area was recently honored by CNN Money Magazine as a *Top 10 Best Places to Live* and attracts well over 2 million event attendees annually, from SE Michigan and beyond.

**Eastern Market**, a historic commercial district in Detroit, located approximately one mile from



downtown. The district was listed on the National Register of Historic Places in 1978. It offers the largest open-air flowerbed market in the US. On Saturdays, as many as 45,000 people shop there.

**Royal Oak Farmers Market**, the popular 25,000 square-foot indoor market has remained open year-round for 90 years. Even with increased competition, the Royal Oak market still draws as many as 5,000 people on a busy Saturday. On Sundays, the market is transformed into an antique and flea market, drawing around 2,000 people on a good day.

**Packard Proving Grounds**, a site rich in Detroit's automotive history and established in 1927 by



The Packard Motor Car Company, this unique site hosts multiple Albert Kahn designed buildings, located on 14 acres, with 3 acres recently added for additional parking. It's becoming one of metro Detroit's premier upscale major event venues.

## Sponsorship Benefits

Businesses and organizations committed to healthy people, planet and prosperity are invited to sponsor **MGT Healthy Community Living** events. A limited number of exclusive sponsorships are available offering:

- ∞ **Recognition** of your support of one of the area's "best of the best" healthy-living events, and Michigan's largest green events,



- ∞ **Exposure** through a dedicated advertising and publicity campaign that creates millions of marketing impressions annually,



- ∞ **Contact** with thousands of health- and eco-conscious consumers, eager to learn about your healthy, earth-friendly, and responsible products, services and programs,
- ∞ **Community Service** to foster a healthier world and more sustainable future, and to educate the public about eco-friendly and healthy alternatives,
- ∞ **Networking** to connect with others that share your vision and values, and to learn what is available to improve the health and eco-friendliness of your organization,

- ∞ **Fun** and celebration at the area's best healthy living events!

# Select Your Sponsorship

Each sponsorship offers an exceptional promotional opportunity and an excellent value. The following sponsorship levels, as well as custom packages, are available.

## Event Level

The Event sponsorship level offers the greatest brand promotion and closest association with the sponsored event through top placement in publicity, top logo on marketing materials, advertisements and signage, top logo/listing on event website, presentation at the kickoff/awards ceremony, and much more.

## Area Level

The Area sponsorship level offers excellent brand promotion and close association with the event through preferred placement in publicity, logo on all marketing materials, advertisements and signage, prominent logo/listing on event website, introduction at the kickoff/awards ceremony, and much more. Exclusive branding is offered for a selected area, such as Auto Alley, Food Court, Green Home, Green Living, Local Lot, Renewable Road, Recycle Region and Wellness Way shopping areas, and program areas such as Main Stage, Kids Korner, Connect Cafe, learning stage and Trailhead.

Feature	Imp <sup>1</sup>	Sponsorship Levels			
<b>Basics</b>					
Sponsorship Name		Event	Area	Program	Service
Weekend Event Price		\$10,000	\$5,000	\$2,500	\$1,250 <sup>2</sup>
One Day Event Price		\$1,000	\$500	\$250	\$125 <sup>2</sup>
<b>Pre-Event Promotions</b>					
Annual Membership		All-Star	Champion	Leader	Leader
Press Releases (1-10+)		Top Listing	Listing	No	No
Website Logo	100k	All Pages, Top	All Pages	On Program	On Service
Website List	10k	Top	Second	Preferred	Preferred
Social Media Posts (50+)	5k	10+	5+	2+	2+
Flyers/Postcards (25k+)	25k	Top Logo	Logo	No	No
Posters (250+)	35k	Top Logo	Logo	No	No
Print Ads (20+)	750k	Top Logo	Logo	No	No
Radio/TV Ads (100+)	350k	Top Logo/List	Logo/List	No	No
Outdoor Ads (20+)	500k	Logo	No	No	No
<b>Event Promotion</b>					
Kickoff/Awards		Presentation	Introduction	Mention	Mention
Official Video		Featured	Interview	Mention	Eligible
Media Interviews (10+)		Priority	Preferred	Eligible	Eligible
Smartphone Map App	10k	Top Logo	Logo	Listing	Listing
Event T-shirts (50+)	50k	Top Logo	Logo	No	No
Event Signs (30+)	50k	Top Logo	Logo	No	No
Event Banners (5+)	50k	Top Logo	Logo	No	No
PA Announcements	15k	5+	2+	1+	1+
<b>Exhibit Services</b>					
Placement	50k	Main Entrance	Area Entrance	Preferred	Preferred
Size		30'	20'	20'	20'

1 - estimated marketing impressions for weekend event,  
2 - includes matching discount for service provision

## Program Level

The Program sponsorship level offers brand promotion and association with a selected event program or activity through program-related publicity, logo/listing on the website's program pages, announcement at the Main Stage, introduction at the program venue, and more. Available programs include kids' activities, headliner entertainment, climb tower, straw-bale climb, and many others.

## Service Level

The Service Level sponsorship offers Program Level benefits to providers of free event services, such as massage, water stations, and recycling, at half price.

## Sponsorship Features

Use the table on the preceding page and sponsorship feature descriptions below to review the benefits of each level. All features are available and quantities listed are for weekend events.

- ✓ Marketing Investment - total investment for all services, paid upon agreement
- ✓ Annual Membership – MI Green Team membership benefits listed at [www.migreanteam.com/jointheteam](http://www.migreanteam.com/jointheteam)
- ✓ Press Releases (10+) – press releases including major sponsor listing sent to 100+ media contacts and PR newswire
- ✓ Website Logo – major sponsor logo in header of all event webpages; program/service sponsor logos placed with associated listings
- ✓ Website List – sponsor listing and exhibitor listing webpages, both include sponsor logo and are sorted by level
- ✓ Social Media Posts (50+) – over 50 total Facebook posts on the MI Green Team and MI Earth Day Fest pages with 5,000+ combined Likes
- ✓ Flyers/Postcards (25k+) – color flyers

and postcards distributed at 200+ area businesses, including large chain stores

- ✓ Posters (250+) – color posters prominently placed at 200+ businesses
- ✓ Print Ads (20+) – color magazine and color and b&w newspaper ads, with combined total readership of 500k+
- ✓ Radio/TV Ads (100+) – over 100 total 15 & 30 second spots on several major Detroit metro radio and TV stations
- ✓ Outdoor Ads (50) – Event sponsor logos on yard signs and on 8' sign at both Rochester welcome standards
- ✓ Kickoff/Awards – recognition at the kickoff and awards ceremony, attended by media, dignitaries, award-winners, participants and hundreds of others
- ✓ Official Video – event video, including at kickoff/awards ceremony
- ✓ Media Interviews (10+) – many in-studio and on-site interview opportunities with major newspaper, radio and TV outlets
- ✓ Event T-shirts (50+) – color logos on official event staff/volunteer T-shirts
- ✓ Event Signs (30+) – color logos on all event signs including directional, area, program and hospitality signs
- ✓ Event Banners (5+) – color logos on 8' event banners placed at entrances
- ✓ PA Announcements – public address announcements from the Main Stage
- ✓ Exhibit Services – prominent placement of a large exhibit space with included tent coverage, table(s), chair(s) and electric service

## Contact Us Today!

The number of sponsorships is limited, so contact us today to express your interest or request further information. Contact us at [info@migreanteam.com](mailto:info@migreanteam.com) or 248-805-1477.