

# MARKETING PARTNER WISHLIST


We're building something special for the Greater Grand Rapids tech community, and we can't do it alone. Below are ideas of how marketing, media, creative, and communications partners can help us promote Tech Week as a whole and help individual event hosts thrive.

Think of this less as a checklist and more as a conversation starter.

## Broadcast, Radio, & Audio

- If your company has TV or radio spots running, donating time for Tech Week to be featured
- If someone at your company is a regular guest on a podcast, news outlet, radio show, or TV segment, donating one of those appearances to let the Tech Week team come on and spread the word

## Outdoor & Physical Displays

- Digital roadside signs your company owns or manages
  - In-office lobby and waiting area displays
  - Any sort of intentional signage placement in high-traffic locations
  - Vehicle wraps — if your company has a fleet, wrapped vehicles driving around GR during the week are essentially moving billboards
  - Stadium and arena LED or videoboard placements — Van Andel Arena, LMCU Ballpark, and similar venues have high-visibility inventory during events
  - Gerald R. Ford Airport displays — small enough that signage actually gets seen, and captures people flying into GR as well
  - Window clings in storefronts throughout downtown
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## Studio & Production

- Studio time and crews to record event hosts, speakers, or Tech Week promos — with a branded set built for it
- Professional portraits of event hosts and speakers for their own promotional use
- Animated or motion graphic promo videos for Tech Week or individual events
- Donated photography or videography at events, delivered to the Tech Week team and each event host
- Photo booths or other event experiences

## Digital Channels

- Promotion of Tech Week on your company website
- Unique digital placements your company has — logout screens, member portals, app notifications, digital newsletters, etc.
- A dedicated send or feature in your company's email newsletter
- Connected TV or streaming ads on platforms like Hulu, Peacock, or YouTube TV, targeted specifically to Grand Rapids-area households
- Geofenced digital ads that appear on people's phones near Tech Week venues

## Print & Design

- Donated printing services for event materials, signage, or promotional items
- Graphic design or creative services for event hosts who need help with assets
- Tech Week QR codes on existing outbound materials — invoices, packaging, bags, receipts — if it's already leaving your building, it can carry the message

## PR & Media

- Pitching Tech Week stories to press contacts your team already has relationships with
- Co-publishing content about Tech Week through your company's owned channels
- Building out a Tech Week marketing kit for local influencers and community voices
- University and campus media — GVSU's paper, campus radio, and student email lists reach emerging tech talent and are often overlooked by traditional marketing



## Out-of-Market Amplification

- Billboard or digital outdoor advertising in Detroit, Lansing, Kalamazoo, Chicago, or other regional markets
- If your company has offices, clients, or partners in other cities, sharing Tech Week through their internal channels, newsletters, or displays
- Out-of-market radio or TV spots mentioning Tech Week Grand Rapids
- Guest appearances on podcasts, shows, or outlets based outside of West Michigan
- Reaching alumni networks, professional associations, or industry groups your team is connected to in other markets
- Any advertising or media buys your company is already running outside of Grand Rapids that could include a Tech Week mention

## This List Isn't the Limit.

Every partnership looks a little different, and that's exactly how we like it. If you have channels, creative capabilities, or ideas that don't fit neatly into any of the categories above, we want to hear them. We're completely open to building something around what you can provide.

For example, a partner might offer free promotional support for Tech Week overall, while also offering a discounted rate on their services to individual Tech Week event hosts. That kind of arrangement benefits the whole ecosystem — it helps us promote the week, and it gives our event hosts access to resources they might not otherwise afford.

If you have an idea, bring it to us. We'll figure out how to make it work. [Contact techweek@rightplace.org](mailto:techweek@rightplace.org).

