



SPONSORSHIP DECK | CONFLUENCE 2026



ABOUT THE SERIES

The Confluence Thought Series gathers hundreds of attendees from across the region for two days of conversation, networking and meaningful takeaways. This year's theme, *Born From Innovation*, will showcase 25 of the region's most influential leaders at the intersection of technology and creativity.

INDUSTRY FIELD TRIPS

Beyond the stage, Confluence offers unparalleled access. Each half-day of sessions culminate in a curated field trip that allows attendees to engage with visionary teams in their own environments. These site visits include a hosted networking lunch and private tour, providing a rare look at the spaces where our region's most visionary ideas come to life.

NON-PROFIT FISCAL PARTNER

The Urban League of West Michigan is the event's fiscal partner. In exchange for services, they receive a fee to cover administrative costs and to support our shared vision of ensuring every event is culturally responsive and welcoming to all audiences.

PROGRAM SCHEDULE

SESSION 1

FUTURE READY: HOW ADVANCED TECH IS CHANGING HIGHER ED

Thursday, Sept 17 | 8:30a

SESSION 2

SMART MEDICINE: ADVANCING HEALTHCARE WITH AI

Thursday, Sept 17 | 9:15a

SESSION 3

NEXT STOP – THE MOON: GETTING ARTEMIS OFF THE GROUND

Thursday, Sept 17 | 10:15a

SESSION 4

SUSTAINABILITY AT SCALE: DESIGNING SYSTEMS THAT WORK

Friday, Sept 18 | 8:30a

SESSION 5

RECLAIMING THE GRAND RIVER: MAPPING THE FRONTIERS OF RESTORATION SCIENCE

Friday, Sept 18 | 9:15a

SESSION 6

DOES IT COMPUTE? WEST MICHIGAN'S DATA CENTER STRATEGY

Friday, Sept 18 | 10:15a

PARTNERSHIP OPPORTUNITIES



TITLE SPONSOR

As the exclusive title sponsor, your organization will receive top branding across the entire series and receive all the benefits below.

- Logo recognition on website and large-scale event signage
- Logo inclusion on event credential
- Opportunity to provide opening remarks
- Verbal recognition from the stage each day of the series
- Recognition on social media posts across all channels
- Inclusion in all press releases and newsletters
- (12) complimentary 2-day passes (\$900 value)
- First right of refusal for Confluence 2026

SESSION SPONSOR

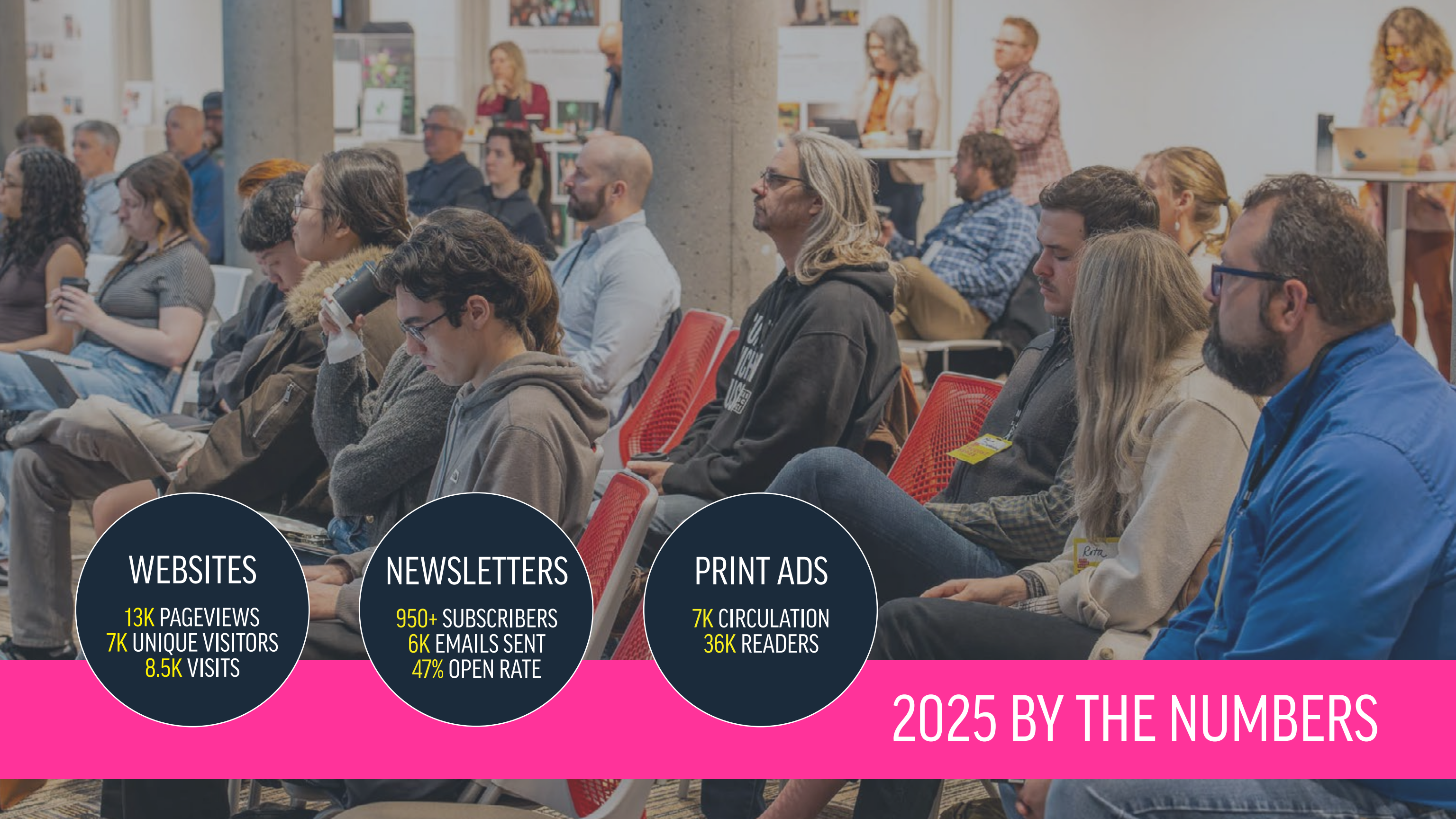
As a session sponsor, your organization will be the exclusive sponsor of one session of your choice and receive all the benefits below.

- Logo recognition on website and large-scale event signage
- Logo inclusion on dedicated session graphic
- Verbal recognition from the stage before your session
- Recognition on social media posts across all channels
- Inclusion in all press releases and newsletters
- (8) complimentary 2-day passes (\$600 value)

EVENT PARTNER

As an event partner, you will help to underwrite the 2026 series and be connected to select messaging related to the event.

- Logo recognition on website and large-scale event signage
- Recognition on social media posts across all channels
- Inclusion in all press releases and newsletters
- (4) complimentary 2-day passes (\$300 value)



WEBSITES

13K PAGEVIEWS
7K UNIQUE VISITORS
8.5K VISITS

NEWSLETTERS

950+ SUBSCRIBERS
6K EMAILS SENT
47% OPEN RATE

PRINT ADS

7K CIRCULATION
36K READERS

2025 BY THE NUMBERS



KEITH BROPHY
CHIEF EXECUTIVE OFFICER
MENTAVI HEALTH/ADHD ONLINE

ERIK DALY
ATTORNEY
JOHNSON

MODERATOR:
JORDAN SCHAEENZLE
MANAGING PARTNER
ATOMIC OBJECT

IMPRESSIONS
41K

REACH
19K

ENGAGEMENT
4.7K

2025 SOCIAL MEDIA

2025 PARTNERS

CON
FLUE
NCE

PRESENTING SPONSOR



EDUCATION PARTNER



EVENT PARTNERS



MillerKnoll



MEDIA PARTNER



SPECIAL THANKS

TRELLIS



THANK YOU!



Thank you for supporting this important event for the region. Together we will draw attention to West Michigan as a hub for innovation, promote student and talent attraction and retention, and provide insider access to some of the most dynamic companies and organizations that are changing the way we work and live.

We are excited to present the 2026 Thought Series and hope you will join us.

A handwritten signature in white ink, appearing to read 'B Cohen'.

Brian Cohen
Event Director
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