



SMALL BIZ WEEK - WEST MI 2026

SPONSORSHIP PROPOSAL

Executive Summary

Since 1983, the Michigan Small Business Development Center (SBDC) has made it its mission to help *all* Michigan's small businesses to succeed. The SBDC is a statewide small business support organization that provides expert consulting, business education, market research and technology commercialization to new and existing businesses throughout Michigan's 83 counties.

The SBDC enhances Michigan's economic wellbeing by providing the critical consulting and tools needed for existing businesses, new start-ups, export and advanced technology companies to succeed. We are committed to foster and sustain a culture of inclusion through equitable outreach and service to Michigan's diverse small business community.

The SBDC West Michigan Regional Center is locally hosted by Grand Valley State University and serves small businesses in Allegan, Barry, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola and Ottawa counties.

The SBDC Southwest Regional Center is locally hosted by Western Michigan University and serves small businesses in Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph and Van Buren counties.

SMALL BIZ WEEK (SBW) WEST MI

SMALL BIZ WEEK – WEST MI 2026 is a region-wide, week-long initiative celebrating the entrepreneurs and small businesses that drive West Michigan's economy. Organized by the Michigan SBDC, Grand Rapids Chamber of Commerce, SCORE, and GROW in partnership with regional entrepreneurial support organizations (ESOs), the week will include educational workshops, resource & financing fair, networking events, panel discussions, match making opportunities, business consulting, legislative outreach, and community-focused programming aimed at equipping and elevating small business owners at every stage.

Sponsor Overview

As a sponsor of SMALL BIZ WEEK – WEST MI 2026, your organization will support a region-wide celebration of entrepreneurship hosted by numerous entrepreneurial support organizations (ESOs) and business partners. Similar to Tech Week GR (www.techweekgr.com), there will be multiple events occurring throughout the week hosted by different organizations or companies with a goal to have 30-60 activities. Sponsorship demonstrates your commitment to strengthening local businesses and the broader entrepreneurial ecosystem, while providing visibility and recognition throughout the week's events, promotions, and materials.

Sponsorship Benefits

The SBDC offers sponsorship opportunities for companies and organizations that are interested in supporting the SBDC mission and looking to ensure the success of Michigan's small businesses! **For your full mission support of the Michigan SBDC, the following are sponsorship levels and corresponding benefits for SMALL BIZ WEEK (SBW) WEST MI 2026:**

Premier Sponsorship (\$10,000 Contribution)

- Logo and sponsorship level listed on the SBW WEST MI website (Logo in prime spot and Featured Sponsor Page) through 12/31/2026
- Logo displayed on invitations and promotional pieces
- Logo and sponsorship recognition at press conference
- Logo and sponsorship recognition at Kickoff Event
- Logo displayed at all hosted events
- Prominent booth space at the 4th Annual Small Business Resource Fair
- Company name included in press releases
- Opportunity to provide brief remarks at the press conference
- Creation of social media post featuring your company as the Premier Sponsor
- 10 complimentary tickets for the Kickoff Event

Silver Sponsorship (\$5,000 Contribution)

- Logo and sponsorship level listed on the SBW WEST MI website (Logo at Bottom of webpage & on Sponsorship Page) through 12/31/2026
- Logo displayed on invitations and promotional pieces
- Logo and sponsorship recognition at press conference
- Company name included in press releases
- Social Media Shoutout
- 5 complimentary tickets for the Kickoff Event

Bronze Sponsorship (\$2,500 Contribution)

- Logo and sponsorship level listed on the SBW WEST MI website Sponsorship Page through 12/31/2026
- Logo displayed on invitations and promotional pieces
- 2 complimentary tickets for the Kickoff Event

For more information on sponsorship or other services we can provide, contact:

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