



**MICHIGAN OUTDOOR
SUMMIT**

2026 SPONSOR PACKAGES



SEPT 30-OCT 1, 2026
TRAVERSE CITY

The Michigan Outdoor Summit is a space that elevates the crucial conversation about the importance of the outdoors — for the economy, health, quality of life and so much more. It is a place to greet old friends, convene around issues, create new partnerships and play outdoors together.

In other words, think of us like a base camp for the outdoors — we've got a big tent, so everyone should fit just fine.



SHARE IN THE STOKE

The attendees for the Michigan Outdoor Summit represents every part of the state's outdoor community, with the event selling out year after year. The 2026 Summit will convene a broad range of stakeholders, build shared understanding, and catalyze meaningful action to ensure a sustainable and vibrant future for Michigan's outdoors.

Join leaders from:

- Δ Michigan Outdoor Businesses
- Δ Non-Profits + User Groups
- Δ Professional Services
- Δ Health + Wellness
- Δ Local + State Government
- Δ Economic Development + Tourism
- Δ Education + Workforce Development
- Δ Conservation + Stewardship



2026 PARTNER BENEFITS

PRESENTING // \$5000

- △ Event Recognition - "Presented by" on all branding
- △ (8) Complimentary Registrations
- △ Speaking Opportunity on Stage
- △ Sponsor Provided Video (3-5 min)
- △ Vendor Table in Prime Location
- △ On-Site Verbal Recognition, Social Media Shout-Outs, and Logo Placement on Digital and Print Communications.
- △ Swag/Promo Item Placement in Attendee Bags

PLATINUM // \$2500

- △ Welcome & Keynote Sponsor
- △ (4) Complimentary Registrations
- △ Speaking Opportunity on Stage
- △ Sponsor Provided Video (3-5 min)
- △ Vendor Table
- △ On-Site Verbal Recognition, Social Media Shout-Outs, and Logo Placement on Digital and Print Communications.
- △ Swag/Promo Item Placement in Attendee Bags

GOLD // \$1500

- △ (2) Complimentary Registrations
- △ On-Site Verbal Recognition, Social Media Shout-Outs, and Logo Placement on Digital and Print Communications.
- △ Swag/Promo Item Placement in Attendee Bags

SILVER // \$750

- △ (1) Complimentary Registration
- △ On-Site Verbal Recognition, Social Media Shout-Outs, and Logo Placement on Digital and Print Communications.
- △ Swag/Promo Item Placement in Attendee Bags

BRONZE // \$500

- △ (1) Discounted (50%) Registration
- △ On-Site Verbal Recognition, Social Media Shout-Outs, and Logo Placement on Digital and Print Communications.
- △ Swag/Promo Item Placement in Attendee Bags

WANT TO GET CREATIVE?



Alongside our core sponsorship opportunities, there are a number of other ways to highlight your brand and boost visibility with summit attendees. The following list is not exhaustive, but contains some key additional sponsorship options.

Have other custom sponsorship requests?
Email outdoorsummit@heartofthelakes.org

LUNCH BREAK // \$1000

- △ Helps sponsor the Summit lunch and networking hour
- △ Logo on website and verbal recognition during lunch

NA HAPPY HOUR // \$500

- △ Helps sponsor the Summit closing happy hour and session
- △ Logo on website and verbal recognition during NA Happy Hour

STOKE // \$250

- △ Sponsors the Summit swag, welcome bags, and Summit stoke!
- △ Logo on website and verbal recognition during welcome session