

A group of people are sitting around a campfire at dusk. The fire is burning brightly in the center, with logs and sticks visible. Several people are holding sticks with corn cobs and sausages, roasting them over the fire. The background is a soft, golden glow from the setting sun. The text "MICHIGAN OUTDOOR SUMMIT" is overlaid in large, white, bold letters on the left side of the image. The text "2025 SPONSOR PACKAGES" is overlaid in smaller, white, bold letters at the bottom left.

**MICHIGAN OUTDOOR  
SUMMIT**

**2025 SPONSOR PACKAGES**



**SEPT 30-OCT 1, 2025  
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.

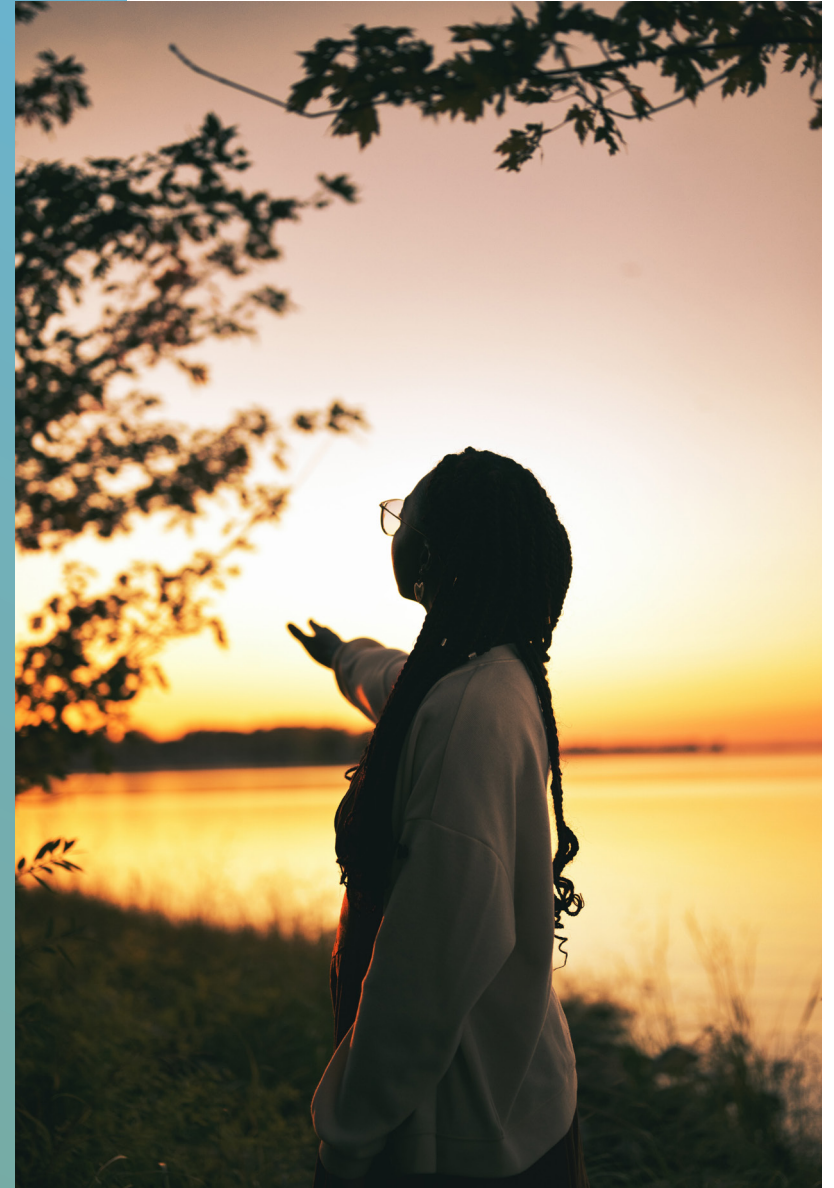


# SHARE IN THE STOKE

The attendees for the Michigan Outdoor Summit represents every part of the state's outdoor community, with the event selling out its first year. The 2025 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:

- △ Outdoor Industry Businesses
- △ Non-Profits and User Groups
- △ Supply Chain Businesses and Allied Industries
- △ Professional Services
- △ Local and State Government
- △ Economic Development and Tourism
- △ Education + Workforce Development
- △ Land Management and Conservation



# 2025 PARTNER BENEFITS

## PRESENTING // \$5000

One (1) Available

- △ Lead Sponsor for the summit!!
- △ Sponsor video (3-5 min) available to be shown
- △ Standalone sponsor of one breakout session room
- △ Verbal recognition during welcome session
- △ Event lobby takeover
- △ Social media recognition in standalone and group posts
- △ Logo on website, welcome presentation slides, and collective sponsor signage
- △ Eight free tickets to the Summit

## PLATINUM // \$2500

Two (2) Available

- △ Welcome & Keynote Sponsor
- △ Sponsor video (3-5 min) available to be shown
- △ Standalone sponsor of one breakout session room
- △ Verbal recognition during welcome session
- △ Fire pit takeover
- △ Social media recognition in standalone and group posts
- △ Logo on website, welcome presentation slides, and collective sponsor signage
- △ Four free ticket to the Summit

## GOLD // \$1500

Three (3) Available

- △ Collective sponsor of one session room
- △ Verbal recognition during welcome session
- △ Social media recognition in standalone and group posts
- △ Logo on website, welcome presentation slides, and collective sponsor signage
- △ Two free ticket to the Summit

## SILVER // \$750

Four (4) Available

- △ Collective sponsor of one session room
- △ Verbal recognition during welcome session
- △ Social media recognition in standalone and group posts
- △ Logo on website, welcome presentation slides, and collective sponsor signage
- △ One free ticket to the Summit

## BRONZE // \$500

Five (5) Available

- △ Collective sponsor of one session room
- △ Verbal recognition during welcome session
- △ Social media recognition in standalone and group posts
- △ Logo on website, welcome presentation slides, and collective sponsor signage.
- △ One discounted (50%) ticket to the Summit

# WANT TO GET CREATIVE?

## NA HAPPY HOUR // \$500

Two (2) Available

- Δ Sponsors the Summit closing happy hour and session
- Δ Logo on website and verbal recognition during welcome session

## STOKE // \$250

Unlimited

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

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](mailto:outdoorsummit@heartofthelakes.org)

