



CARING ABOUT
THE PAST
TO ENSURE A BRIGHTER FUTURE.

WHO CARES ABOUT TOURISM? WE DO.

Michigan Cares for Tourism is a unified, statewide effort to give back” to the tourism industry and preserve and invest in our most sacred treasures - our people and our historic attractions. We are a 100% volunteer, 100% give back organization with all proceeds solely designed to contribute to the clean up of Michigan's historic attractions.

Chartered by Grand Valley State University's Hospitality and Tourism Management Department, Michigan Department of Natural Resources, Travel Michigan, Tourism Cares and Indian Trails - Michigan Cares for Tourism coordinates vital clean up events at ONE treasured Michigan tourism location each year that is in need of revitalization.

Once a site is selected - tourism industry professionals from around the state participate in the cleanup effort by volunteering their time and talents to help restore the location. But of course time is not the only thing that is donated. Generous sponsors provide resources needed for the events and restoration efforts.



HOW CAN YOU SHOW YOU CARE? SPONSORSHIP.

The monies generated by sponsorship and event participation for Michigan Cares for Tourism are used in three ways; to fund restoration efforts, to support the clean up event and to make a financial contribution to the clean up site.

Your contribution of time, talents and resources will help:

- Contribute to the annual renewal of a non-profit Michigan tourism attraction/site in the industry volunteer clean-up event.
- Improve Michigan's tourism economy.
- Build a sense of team by networking and connecting with all sectors of industry professionals.
- Ensure visitors and Michigan residents have higher quality guest experiences.

Sponsorship of Michigan Cares for Tourism is an investment of capital, time and love, that is sure to pay dividends for Michigan residents and visitors for years to come.

Thank you for caring to make a difference in Michigan's tourism industry. Contact us with any questions at 989.424.0123 or icare@michigancaresfortourism.org.



THIS IS WHAT YOU GET FOR CARING:

2014 Sponsorship Benefits by Level of Cash or In Kind Contribution*

Sponsorship Item	\$250	\$500	\$1000	\$2500	\$5000
Your logo on our banner display at event and other presentations where the banner is used; in the event program; on the website; and one event registration.					
Your logo on the back of the Michigan Cares for Tourism event t-shirt; and two event registrations.					
Social media mentions; verbal recognition at the event; and five event registrations.					
Your logo on booth display (utilized at Michigan tourism related association conferences); marketing materials mailed/emailed including press releases and ten registrations.					
Table/booth at the clean-up event, email to participants - post event, and ten registrations					

*Sponsorship is tax deductible to the extent permissible by law. A document will be sent for deduction purposes. All funds will be donated through Grand Valley State University.

THIS YEAR'S EVENT: BELLE ISLE

The 928-acre island park ensconced in the Detroit river – designed by famed landscape architect Frederick Law Olmstead.

A natural and cultural gem that has been the foundation for wonderful memories for over 100 years, the time has never been more right to provide additional support to the park- so generations can enjoy it's wonder and beauty for another 100 years plus.

Join us on May 8th and 9th at Belle Isle to give back and revitalize Michigan's newest state park.

Register at [-michigancaresfortourism.org](http://michigancaresfortourism.org)





MICHIGANCARESFORTOURISM.ORG

989.424.0123