

WEST MICHIGAN WORLD TRADE WEEK



WORLDTRADEWEEKMI.ORG

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January 16, 2019

Dear Prospective Sponsor:

In its 34th consecutive year, West Michigan World Trade Week (WTW) has been a staple in supporting the growth of our international business community. The success of this event is due to the financial support of our region's leading corporations and organizations. As this year's Chair, I encourage you to join Cascade Engineering as a sponsoring partner.

World Trade Week 2019 – THINK GLOBAL will convene on May 15, 2019 with its **Annual Business Conference**. Kim Dabbs, Global Director of Social Innovation for Steelcase, will be the luncheon keynote speaker and will focus on Steelcase's use of the design thinking process to engage global customers. Other breakout tracks and discussions will include:

- Risk Management Strategies & Threats
- Tariff & Trade Agreement Updates
- International Travel Tips
- Protecting Your Brand

Following the conference, there will be a VIP reception for attendees, sponsors, and special guests.

Your sponsorship funds will also support World Trade Week's outreach program, **Student Global Awareness**. In partnership with Junior Achievement's Global Marketplace Curriculum, WTW volunteers teach Grand Rapids Public School students about international business basics.

This year promises to be a wonderful opportunity to connect and learn, and your company's sponsorship will help us make a difference! Outlined on the following page are sponsorship levels, benefits, and further information. To register your sponsorship or view the schedule of events, go to: www.worldtradeweekmi.org. You may contact either Sonja Johnson (616-331-6811, Sonja.Johnson@gvsu.edu) or Kendra Kuo (616-458-3564, Kendra.Kuo@trade.gov) if you have additional questions.

I look forward to seeing you there.

Sincerely,

Christina Keller
President and CEO, Cascade Engineering Family of Companies
2019 West Michigan World Trade Week Chair

Attachment

2019 Sponsorship Costs & Benefits

COSTS:

- \$700 for Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
- \$300 for Exporters/Importers, Manufacturers, Distributors
- \$200 for Governmental, Non-Profit, or Educational Organizations
- *****
- \$250 for an Exhibitor Table - *Optional*
 - (Sponsors may choose to add an exhibitor table to their sponsorship for an extra \$250. *Tables are reserved on a first come-first serve basis. There are a limited number available.*)

Please submit sponsorship payment online at www.worldtradeweekmi.org or write checks payable to:

GVSU - World Trade Week 2019 (WTW)

C/O Van Andel Global Trade Center, 50 Front Avenue SW, Suite 1054, Grand Rapids, MI 49504

Note: Sponsors will continue to be accepted until the date of event, however to guarantee placement in all marketing materials, please submit payment by March 29, 2019.

BENEFITS:

Marketing Exposure for All Sponsors

- Listing in printed advertisement and social media
- Statewide e-mail marketing campaign to 6,000+ contacts
- Featured listing in targeted distributed event marketing flyer
- Listing on the sponsorship board displayed at West Michigan World Trade Week official partner events
- Sponsor website will be linked from the WTW website: www.worldtradeweekmi.org
- Excellent networking opportunities with globally focused business and community leaders
- Social media promotion leading up to event

Business Conference Event Tickets – THINK GLOBAL (includes lunch and VIP reception, May 15)

- Four (4) Tickets: Service Providers (Banks, Law Firms, Consultants, Logistic Providers, Translation Companies)
- Three (3) Tickets: Exporters/Importers, Manufacturers, Distributors or Software Firms
- Two (2) Tickets: Governmental, Non-Profit, or Educational Organizations

Past World Trade Week Sponsors

Amway Aon Risk Services Aquinas College Autocam Corporation BDO USA, LLP BISSELL, Inc. Bulman Products Byrne Electrical Cascade Engineering Comerica Bank Crowe Horwath LLP Davenport University East Jordan Iron Works Ernst & Young FedEx	Foster Swift Collins & Smith GNS Automotive Grand Rapids Area Chamber Gerald R. Ford Museum Grand Valley State University HUB International Huizenga Group Hutchinson Hylant Group International Risk Consultants Irwin Seating Company JPMorgan Chase JSJ Corporation Junior Achievement Just Packaging	Knape & Vogt Lakeshore Advantage Landscape Forms Languages International Louis Padnos LR International Magna Meijer MiBiz Michigan District Export Council-West Michigan Economic Development Corporation Michigan State University/CIBER Miller Canfield Plante & Moran PLLC PNC Bank	PRA Global SoundOff Signal Steelcase, Inc. Supply Chain Solutions RoMan Manufacturing U.S. Commercial Service The Right Place, Inc. Universal Forest Products UPS Van Andel Global Trade Center Warner Norcross & Judd LLP West Michigan World Trade Association WGVU Wolverine World Wide, Inc. World Affairs Council of West Michigan
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