



Sponsor Levels and Benefits

Sponsorship Level	Investment	Key Level Benefits
Platinum	\$7,500	Speaking opportunity, premium exhibit table, logo on all materials, 8 passes, co-branded break or lunch, lead acknowledgement, digital signage, promo item in swag bags, opt-in attendee list, multiple social media and newsletter features. Sponsor Keynote.
Gold	\$5,000	Exhibit table, logo on select event materials, 4 passes, digital signage, swag bag insert, opt-in attendee list, social media/newsletter mention
Silver	\$2,500	Logo on web and in printed program, 2 passes, digital signage, swag bag insert, newsletter mention
Bronze	\$1,000	Logo on event website and digital signage, 1 pass, group mention in program
In-Kind	Varies	Recognition commensurate with contribution (e.g., catering, media services, branded giveaways)

Sponsorship can be tailored to align with your organization's interests. [Contact us](#) to discuss custom opportunities!

Audience Demographics

- Expected Attendance: ~400+ research administration professionals, faculty, and staff from Ann Arbor, Dearborn, and Flint campuses
- Roles Represented: U-M research administrators, central offices (ORSP, Finance, Ethics & Compliance, Innovation Partnerships), faculty, sponsored research staff, research associate deans
- Reach: U-M's 19 schools and colleges, Michigan Medicine, and satellite campuses