



2026

SPONSORSHIP

OPPORTUNITIES

greatlakeswbc.org



ABOUT US

Great Lakes Women's Business Council (Great Lakes WBC) is a nonprofit champion for small businesses. We provide access to capital, corporate procurement opportunities, certification for women-owned business enterprises, and small business educational support. We represent over 1,500 Women's Business Enterprise National Council (WBENC) women's business enterprises, generating approximately \$21.2 billion in annual revenue and employing 81,300 U.S. workers and 70+ corporate partners. We provided \$13 million in loans to small business owners who created 2,261 jobs.

OUR EVENTS



Membership Meeting

execWE focuses on developing second stage business management skills for women business owners who are serious about growing their businesses. The executive education program is an opportunity for business owners to interact with other entrepreneurs, executive-level leaders, and learn from industry and business experts.

The Annual Membership Meeting will include the business of the corporation, including board member elections and a presentation on 2025 highlights, including client success stories as well as 2026 strategic goals. All are welcome, however, only Members will be able to vote on the Board of Directors.

WE Succeed

WE Succeed is the Great Lakes Women's Business Council's transformational education and development program equipping certified Women's Business Enterprise (WBEs), members, small business owners, and Corporations with the tools and knowledge to maximize growth sustainable businesses.



The Great Lakes Women's Business Conference brings together 1,000+ certified women-owned businesses from around the country, small business owners, corporate members, government and procurement professionals.



execWE

New Hudson, MI | BCBSMI
March 18, 2026

execWE focuses on developing second stage business management skills for women business owners who are serious about growing their businesses. The executive education program is an opportunity for business owners to interact with other entrepreneurs, executive-level leaders, and learn from industry and business experts.

Event Highlights

Keynote Address

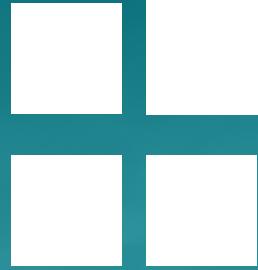
Speaker Panels

Breakout Sessions

Networking Opportunities

execWE

New Hudson, MI | BCBSMI
March 18, 2026



**TITLE
SPONSOR
CORPORATE
RESERVED**

**TITLE
SPONSOR
WBE
\$4,000**

**TITANIUM
SPONSOR
\$5,000**

Benefits Include

- Eight (8) event registrations
- Welcoming Remarks opportunity
- Welcome Letter in electronic program book
- Full page ad in electronic program book
- Logo on event and marketing materials

Benefits Include

- Eight (8) event registrations
- Welcoming Remarks opportunity
- Welcome Letter in electronic program book
- Full page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Educational Sponsor

Benefits Include

- Six (6) event registrations
- Welcoming Remarks opportunity
- Full page ad in electronic program book
- Logo on event and marketing materials

execWE

New Hudson, MI | BCBSMI
March 18, 2026

PLATINUM SPONSOR

\$4,000

GOLD SPONSOR

\$3,500

SILVER SPONSOR

\$2,500

Available Sponsorships

Breakout Session Sponsor
Educational Sponsor

Benefits Include

- Five (5) event registrations
- Welcoming Remarks opportunity
- Full page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Program Book Sponsor

Benefits Include

- Four (4) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Educational Sponsor (WBE only)

Keynote Sponsor

- Opportunity to introduce Keynote Speaker

Lead Women Supporting Women Sponsor

- 5 scholarships provided to worthy WBEs

WBE Lunch & Beverage Sponsor

Benefits Include

- Three (3) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials

execWE

New Hudson, MI | BCBSMI
March 18, 2026

BRONZE SPONSOR

\$1,500

COPPER SPONSOR

\$1,000

MEDIA SPONSOR

IN- KIND

Available Sponsorships

Women Supporting Women Sponsor (WBE Only)

- 2 scholarships provided to worthy WBEs

Corporate Supporting Women Sponsor

- 2 scholarships provided to worthy WBEs

Benefits Include

- Two (2) event registrations
- Half page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Network Sponsor

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials

Benefits Include

- Two (2) event registrations
- Half page ad in electronic program book
- Logo on event and marketing materials



Membership Meeting

Dearborn, MI
The Henry Autograph Collection
April 1, 2026

The Annual Membership Meeting will include the business of the corporation, including board member elections and a presentation on 2025 highlights, including client success stories as well as 2026 strategic goals. All are welcome, however, only Members will be able to vote on the Board of Directors.

Event Highlights

Board of Directors Elections

2025 Highlights

Client Success Stories

2026 Strategic Goals

Membership Meeting

Dearborn, MI | The Henry Autograph Collection
April 1, 2026

**TITLE
SPONSOR**
RESERVED

Benefits Include

- Logo on event and marketing material
- Sponsorship Remarks

**RECEPTION
SPONSOR**
\$3,000

Benefits Include

- Logo on event and marketing material
- Signage on Refreshment and Welcome table

**GOLD
SPONSOR**
\$2,500

Benefits Include

- Logo on event and marketing material

**SILVER
SPONSOR**
\$1,500

Benefits Include

- Logo on event and marketing material

**WBE
SIGNATURE
SPONSOR**
\$1,000

Benefits Include

- Logo on event and marketing material

**MEDIA
SPONSOR**
In- Kind

Benefits Include

- Logo on event and marketing material



WE Succeed

Indianapolis, Indiana
Indiana State Museum
June 8-9, 2026

This transformative education and development program is designed to equip certified Women's Business Enterprises (WBEs) with the tools and knowledge to seize growth opportunities, build sustainable businesses, and explore topics through interactive sessions. Don't miss this chance to elevate your business to new heights!

Event Highlights

Moderated Discussion
Keynote Presentation
Corporate Discussions
Breakout Groups
Networking

WE Succeed

Indianapolis, Indiana | Indiana State Museum
June 8-9, 2026

**TITLE
SPONSOR
CORPORATE**
\$6,000

**TITLE
SPONSOR
WBE**
\$4,000

**HOST
SPONSOR**
\$5,000

Benefits Include

- Eight (8) event registrations
- Welcoming Remarks opportunity
- Welcome Letter in electronic program book
- Full page ad in electronic program book
- Logo on event and marketing materials

Benefits Include

- Eight (8) event registrations
- Welcoming Remarks opportunity
- Welcome Letter in electronic program book
- Full page ad in electronic program book
- Logo on event and marketing materials

Benefits Include

- Six (6) event registrations
- Welcoming Remarks opportunity
- Full page ad in electronic program book
- Logo on event and marketing materials

WE Succeed

Indianapolis, Indiana | Indiana State Museum
June 8-9, 2026

TITANIUM SPONSOR

\$4,000

GOLD SPONSOR

\$3,500

SILVER SPONSOR

\$3,000

Available Sponsorships

Lunch Sponsor

Program Sponsor - remarks & introduce keynote

Reception Sponsor

Benefits Include

- Five (5) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Breakfast Sponsor

Transportation Bus Sponsor

Benefits Include

- Four (4) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Break Refreshment Sponsor

Lead Women Supporting Women Sponsor

- 5 scholarships provided to worthy WBEs

Benefits Include

- Three (3) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials

WE Succeed

Indianapolis, Indiana | Indiana State Museum
June 8-9, 2026

BRONZE SPONSOR

\$2,500

Available Sponsorships

Program Book Sponsor

Women Supporting Women Sponsor (WBE Only)

- 2 scholarships provided to worthy WBEs

Corporate Supporting Women Sponsor

- 2 scholarships provided to worthy WBEs

Benefits Include

- Two (2) event registrations
- Half page ad in electronic program book
- Logo on event and marketing materials

COPPER SPONSOR

\$1,500

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials

WBE SIGNATURE SPONSOR

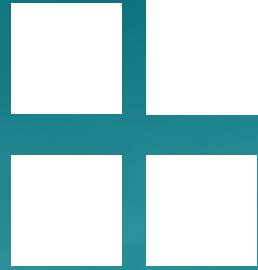
\$1,000

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials

WE Succeed

Indianapolis, Indiana | Indiana State Museum
June 8-9, 2026



**PARTNER
SPONSOR**
\$750

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials
- Business Resource Table - Must be a Non-Profit Organization
- Discount conference ticket for your members
- Half Page Ad in program book

**MEDIA
SPONSOR**
IN- KIND

Benefits Include

- Two (2) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials



26TH GREAT LAKES *Women's* BUSINESS CONFERENCE

Novi, MI - Vibe Credit Union
Showplace (Suburban Collection)
October 20 - 21, 2026

The Great Lakes Women's Business Conference brings together certified women-owned businesses, corporate members, government suppliers and procurement professionals. The conference addresses the needs of both emerging and established business owners, empowering women entrepreneurs to build connections and shape the future of business by tackling current challenges head-on.

Event Highlights

Keynote Presentation

WEmatch Sessions

WEpitch Competition

Educational Workshops & Coaching Labs

Awards Programs



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**TITLE
SPONSOR
CORPORATE
RESERVED**

**TITLE
SPONSOR
WBE
\$10,000**

**TITANIUM
SPONSOR
\$10,000**

Benefits Include

- Sixteen (16) event registrations
- Two (2) Full tables of 10 with signage at Awards Luncheon
- Welcoming Remarks opportunity
- Welcome Letter in electronic program book
- Full page ad in electronic program book
- Logo on event and marketing materials

Benefits Include

- Ten (10) event registrations
- Full table of 10 with signage at Awards Luncheon
- Welcome Letter in electronic program book
- Full page ad in electronic program book
- Logo on event and marketing materials

Available Sponsorships

Awards Luncheon Sponsor

- Welcoming Remarks

Welcome Lunch Sponsor

- Welcoming Remarks

Educational Workshop Sponsor

- Opportunity to provide workshop moderators
- Logo on Workshop Signage

Sip & Shop Sponsor

- Logo on shopping bags

WEpitch Competition Sponsor

- Opportunity to announce WEpitch winner

WE Match Sponsors (2)

- Logo on WEmatch signage

Benefits Include

- Ten (10) event registrations
- Full table of 10 at Awards Luncheon
- Full page ad in electronic program book
- Logo on event and marketing materials



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**PLATINUM
SPONSOR**

\$7,500

Available Sponsorships

Awards Luncheon Sponsor

- Welcoming Remarks

Corporate Awards Sponsor

- Opportunity to announce Winners

Opening Session Sponsor

- Welcoming Remarks

Award Luncheon Sponsor (WBE only)

- Welcoming Remarks

Opening Session Sponsor (WBE only)

- Welcoming Remarks

Welcome Luncheon Sponsor (WBE only)

- Welcoming Remarks

Benefits Include

- Eight (8) event registrations
- Full table of 8 with signage at Awards Luncheon
- Full page ad in electronic program book
- Logo on event and marketing materials
- Corporate sponsors can host a table at WEmatch



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**GOLD
SPONSOR**

\$5,000

Available Sponsorships

Business Lab Sponsor

- Opportunity to provide workshop moderators

Business Resource Partner Sponsor

- Logo on Business Resource Partner signage

Conference Website Sponsor (2)

- Acknowledgment on homepage

Corporate Only Workshop Sponsor

- Logo on Corporate Only Workshop signage

Educational Workshop Sponsor (WBE only)

- Logo on Educational Workshop Signage

Keynote Sponsor (2)

Lanyard Sponsor (3) (WBEs only) - Logo on lanyard

Refreshment Table Sponsor (2)

- Logo on Refreshment signage

Registration Sponsor

- Logo on registration kiosk

Registration Volunteer Sponsor

- Opportunity to provide Registration sponsors

- Logo on registration kiosk

Transportation Bus Sponsor (2)

WEmatch Sponsors (WBE Only)

- Logo on WEmatch signage

Welcome Venue Sign

- Logo on Welcome Venue Sign

Wellness Room Sponsor

- Opportunity to put out materials

WEpitch Academy & Judge Sponsors (2)

- Opportunity to participate in WEpitch training

- Opportunity to be a WEpitch judge

Benefits Include

- Five (5) event registrations
- Half table with signage at Awards Luncheon
- Full page ad in electronic program book
- Logo on event and marketing materials
- Corporate sponsors can host a table at WEmatch



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**SILVER
SPONSOR**

\$3,500

Available Sponsorships

Sip & Shop Refreshment Sponsor (3)

- Logo on drink tickets

Business Coaching Lab Sponsor (2)

- Logo on Business Coaching Lab signage

Conference Journal (2)

- Logo on back of journal

Educational Workshop Sponsor (2)

- Logo on Educational Workshop signage

Lead WEpitch Judge Sponsor

- Judge for semi-finals of WEpitch

Program Book Sponsor (2)

- Prominent placement of ad

WIFI Sponsor

- Corporate name as WIFI password

Benefits Include

- Three (3) event registrations
- Half-page ad in electronic program book
- Logo on event and marketing materials
- Corporate sponsors can host a table at Wematch
- Awards Luncheon seating with logo signage



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**BRONZE
SPONSOR**

\$2,500

Available Sponsorships

Business Coaching Lab (WBE only)

- Logo on Business Coaching Lab signage

Educational Workshop Sponsor (WBE only)

- Logo on Educational Workshop signage

Keynote Sponsor (2 WBE only)

Social Media Sponsor (2)

WEpitch Judge Sponsor (2)

Raffle Sponsor for Sip & Shop (3)

- Recognition at podium during raffle

Conference Preparation Webinars (3)

- Opportunity to be part of the program

Wellness Session

- Opportunity to be part of the program

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials
- Half page ad in electronic program book
- Corporate sponsors can host a table at WEmatch
- Prominent Awards Luncheon seating in Bronze/Copper/WBE Signature tables



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**COPPER
SPONSOR**

\$1,500

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials
- Prominent Awards Luncheon seating in Bronze/Copper/WBE Signature tables

**PARTNER
SPONSOR**

\$1,250

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials
- Business Resource Table - Must be a Non-Profit Organization
- Discount conference ticket for your members
- Half Page Ad in program book



Novi, MI | Vibe Credit Union Showplace
October 20 - 21, 2026

**WBE
SIGNATURE
SPONSOR**
\$1,200

Benefits Include

- Two (2) event registrations
- Logo on event and marketing materials
- Corporate sponsors can host a table at WEmatch
- Prominent Awards Luncheon seating in Bronze/Copper/WBE Signature tables

**MEDIA
SPONSOR**
In- Kind

Benefits Include

- Two (2) event registrations
- Full page ad in electronic program book
- Logo on event and marketing materials

ADVERTISEMENTS

PROGRAM BOOK AD SIZES

FULL PAGE: (8.5" W X 11" H)

HALF PAGE: (7.5" W X 4.875" H)

Send to: events@greatlakeswbc.org

SUBMITTING ARTWORK

- The preferred method of submission is electronic PDF
- Other formats .AI (Adobe Illustrator) .PSD (Adobe Photoshop), .EPS, JPG
- All files should be sent in CMYK. Any files submitted in RGB may experience unacceptable color shifting. All files submitted in RGB are automatically converted to CMYK.
- All bleed files must include a 1/8" (0.125 inch) bleed per dimension. An example of bleed setup for a 4" x 6" postcard would be 4.25" x 6.25". Crop marks must be .125" from trim area.
- All rasterized (bitmap) images must be at least 300 dpi.
- All file submitted must have fonts embedded or converted to outline

AD DEADLINES

execWE: March 13, 2026

WE Succeed: June 1, 2026

Business Conference: Oct. 9, 2026



CONTACT US

Great Lakes
Women's
Business
COUNCIL

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