

Event Leadership

Executive Committee

Event Management

Mark Berdan, Executive Director,
Michigan Works!
Region 7B Consortium

Kristen Wenzel, COO, Interim CEO,
Great Lakes Bay Michigan Works!

Robert Caillier, Deputy Director, Michigan
Works! Region 7B Consortium

Lori Flippin, STEM Initiative Leader,
Great Lakes Bay Regional Alliance

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Kristen Willert, Director of Conference Center,
Saginaw Valley State University

Middle Michigan
MiCareerQuest™

BUSINESS EXHIBITOR PARTICIPATION & SPONSORSHIP GUIDE

Build your Talent Pipeline

FIND YOUR FUTURE

Be a part of this innovative,
hands-on career exploration
experience for thousands of
high school students, along
with their teachers and
counselors, as they learn
about today's hottest jobs
from working professionals.
Focus areas:

ADVANCED MANUFACTURING

AGRI-BUSINESS

CONSTRUCTION

HEALTH SCIENCES

INFORMATION TECHNOLOGY



For more information on sponsorships or participating as an exhibitor, please contact:

Kristen Wenzel, COO, Interim CEO, Great Lakes Bay Michigan Works!
(989) 280-8031 | kristenw@michiganworks.com

Robert Caillier, Deputy Director, Michigan Works! Region 7B
(989) 539-3921, ext 1103 | robertc@michworks4u.org

micareerquestmm.com



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Great Lakes Bay Region

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REGION 7B

SEPT
29
2023

Saginaw Valley State University
Ryder Center, 7400 Bay Road
University Center, MI 48710

MICHIGAN
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Great Lakes Bay Region

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REGION 7B

Q. What is it?

A. MiCareerQuest Middle Michigan is not your typical career fair. In fact, it is not a career fair at all. It is a career exploration experience for thousands of high school students across our 11 counties.

The event helps build the talent pipeline in key industry sectors:

- Advanced Manufacturing
- Agri-Business
- Construction
- Health Sciences
- Information Technology

Students will visit all five industry sectors and participate in hands-on, interactive activities showcasing various occupations and have conversations with working professionals from a multitude of companies in our region.

The goal of the program is for students to get a better understanding of the strong career options available in our region and for them to find their career path.

Q. Why Should I Get Involved?

A. You will have a great opportunity to encourage thousands of students to consider pursuing the needed jobs in your industry – and to play an important role in preparing our youth for viable careers, shaping our region's future workforce.

Also, you and your team can identify students that might be a good fit for internships, job shadowing and more.

As an employer, you have opportunities to contribute and participate in many ways:

EVENT SPONSOR

MiCareerQuest Middle Michigan cannot take place without generous, much appreciated financial support from businesses and other organizations across the region. Depending on the visibility level you seek for your company, you have several sponsorship levels to choose from (see insert).

INDUSTRY EXHIBITORS

As a sponsor or employer, you can join an industry team as an exhibitor. There is no registration fee to be an exhibitor. These are the working professionals who will engage directly with the students and share career expertise and advice. They will help design and implement the various job-related demonstrations featuring tools and equipment of their occupations. Enthusiasm for what you do is an important qualification for this role.

100%

of educators agree MiCareerQuest is a valuable career education activity for students.

Check out video highlights from MiCareerQuest Middle Michigan 2022 www.micareerquestmm.com

MiCareerQuest Middle Michigan 2023

Top Sponsorship

Premiere Event Sponsor \$30,000

Industry/Education Sponsorships

Platinum Sponsor \$25,000

Gold Sponsor \$10,000

Silver Sponsor \$5,000

Bronze Sponsor \$2,500

Transportation Sponsorship

Platinum Transportation Sponsor \$25,000

Gold Transportation Sponsor \$10,000

Silver Transportation Sponsor \$5,000

Bronze Transportation Sponsor \$2,500

Patron \$1,000

Supporter Under \$1,000

Other Sponsorships

Prize Sponsor \$4,000

Bag Sponsor \$10,000

Health & Safety Sponsor \$5,000

Lunch Sponsor \$10,000

Exhibitor Break Room Sponsor \$5,000

Thank You Breakfast &

Awards Sponsor \$5,000

Live Stream Sponsor \$10,000

Exhibitor Only FREE

First pick of sponsorships upon receipt of payment.

All sponsors may exhibit at the event but it is not required.

