Sponsorship Packages

EVOLVING TO BE ESSENTIAL

MACP 2026

MACP

Michigan Association of Chamber Professionals

About MACP

MACP is the industry association for over 250 chambers of commerce in Michigan. The mission of MACP is to build excellence in Michigan chambers of commerce through:

- Organizational support for chambers of commerce
- Continuing education and professional development for chamber executives and staff
- Promotion of chambers of commerce as an industry and profession
- Best practices and innovation models

2026 Events

CEO Summit
In-person programming for chief staff of larger chambers of commerce

August 6-7
DoubleTree Hotel
Battle Creek

Annual Leadership Conference
Signature event with exhibit and demo opportunities

October 21-23
Kalamazoo Radisson
Kalamazoo

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Annual Conference

About the Event

The MACP Annual Conference is the largest networking and professional development event for chambers of commerce in Michigan.

October 21-23
Kalamazoo Radisson
Kalamazoo

Attendance:
100-110 professionals
60% chief staff/executive director
40% program staff

Draft Agenda
Wednesday:

- City edu-tours
- Networking
- Product demos for sponsored programs

Thursday:

- Keynote presentation
- Best practice roundtables
- Panel discussion
- Breakout presentations
- Awards

Friday:

- Best practice roundtables
- Panel discussion
- Door prizes
- Closing session

EVOLVING TO BE ESSENTIAL
MACP 2026

"Bold Horizons Bright Future" is the annual theme for MACP programming with an emphasis on next generation challenges and opportunities facing chambers of commerce.

Featured topics include:

- New revenue generation activities
- Addressing diverse generation expectations
- Innovative programs for engagement
- Policy development
- Introducing technology

Content will include resources such as tool kits, templates, and practical applications to help chambers succeed.

Annual Conference

Presenting Sponsor — $5000

- 2 registrations (includes meals)
- 4 Social Media Recognition Posts
- 4 Shares of Sponsor-Originated Posts
- 3 E-Newsletter Spotlights (ads)
- 3 Months Website Recognition
- Promotional Materials provided at annual conference
- Verbal and logo recognition at conference
- Vendor booth at conference
- Speaking opportunity at Annual Conference
- List of attendees and contact information

Leadership Sponsor — $2500

- 2 registrations (includes meals)
- 4 Social Media Recognition Posts
- 1 E-Newsletter Spotlights (ads)
- 3 Months Website Recognition
- Promotional Materials or Product Demo opportunity
- Verbal and logo recognition at conference
- Vendor booth at conference
- Speaking opportunity at Annual Conference
- List of attendees and contact information

Supporting Sponsor — $1250

- 1 registration (includes meals)
- 3 Social Media Recognition Posts
- 1 E-Newsletter Spotlight
- 3 Months Website Recognition
- Promotional Materials or Product Demo opportunity
- Verbal and logo recognition at conference
- Vendor booth at conference
- List of attendees and contact information

Exhibitor Only — $500

- 1 registration
- Verbal and logo recognition at conference
- Exhibit booth
- Feature in swag bag
- List of attendees and contact information

CEO Summit

Presenting Sponsor

$2500

- 1 registration
- 4 Social Media Recognition Posts
- 1 E-Newsletter Spotlight (ad)
- 3 Months Website Recognition
- Promotional Materials provided at CEO summit
- Verbal and logo recognition at summit
- Speaking opportunity at CEO Summit
- List of attendees and contact information

Supporting Sponsor

$1250

- 1 registration
- 2 Social Media Recognition Posts
- 1 E-Newsletter Spotlight
- 3 Months Website Recognition
- Promotional Materials provided at CEO summit
- Verbal and logo recognition at summit
- List of attendees and contact information

About the Event

The MACP CEO Summit is the most engaging opportunity for executive staff to network and focus on organization strategy.

Exclusive to chief staff of larger chamber organizations, the CEO summit focuses on fewer topics with a deeper emphasis on strategy, trends, industry forecasts and long-term planning.

August 6-7
DoubleTree Hotel
Battle Creek

Attendance:
25-30 chief staff executives
Primarily from metro or regional chambers

A La Carte

Monthly Advertising

$250

- Monthly social media boost
- E-newsletter spotlight
- Inclusion in virtual swag bag
- Statewide chamber directory

Webinars/Demos

$500

- Recorded 30-minute webinar or demonstration video
- Monthly social media boost
- E-newsletter spotlight
- Inclusion in virtual swag bag
- Statewide chamber directory

About the Virtual Swag Bag

Digital swag is an online gift or discount sent to MACP members. It's often sent over email or social media as part of MACP program promotion or follow up. Since digital gifts are sent over email or online, senders know when they're received or redeemed and where it originated.

Examples of successful virtual swag include:

- Promo codes to download checklists, guides, or publications
- Discount codes to redeem coupons or savings on purchases
- Digital gift cards
- Links to redeem samples or offers