

# 2021

## SPONSORSHIP OPPORTUNITIES



Grand Rapids Young Professionals





Dear GRYP Supporters,

As we all made decisions over the last year to adapt and pivot, Grand Rapids Young Professionals (GRYP) did as well to ensure that we could continue to provide opportunities for our members to network, develop, and grow as young professionals. We shifted to virtual events and adapted to best serve our members. This included going back to the basics and revising our mission, vision, and values to reaffirm our dedication to Grand Rapids and its young professionals.

Our **mission** is to build an inclusive community of young professionals in Grand Rapids to cultivate social, professional, and civic growth opportunities. Our **vision** states that GRYP is dedicated to creating a diverse and inclusive environment for our members in all industries to broaden their knowledge and skills to become engaged members of the Grand Rapids community.

We do this through our **values**:

- Inclusion
- Leadership Development
- Impact
- Consistency
- Community

We believe that by promoting an environment focused on these opportunities, we will help to attract and retain the next generation of talented, capable professionals in the greater Grand Rapids area.

We invite you to partner with us and further our mission, vision, and values by becoming a corporate sponsor. Attached, you will find several sponsorship opportunities and associated benefits outlined. Becoming a GRYP corporate sponsor is an excellent way for your organization to reach over 5,000 young and dynamic individuals while supporting their journey to become future business and community leaders.

Sincerely,  
The GRYP E-Board



**Thank You Sponsors!**

## **2021 Sponsorship Opportunities**

### **Inspiration Sponsor - \$5,000**

- Recognition at all educational events
- Featured at three additional events
- Mention and logo in each monthly newsletter
- Logo and company link on GRYP website
- One social media and newsletter feature with sponsor-directed content
- Direct involvement with GRYP Board for a series of events for an initiative of your choosing
- One table (10 tickets) at the Annual Gala\*

### **Connection Sponsor - \$2,500**

- Featured at three events
- Logo and company link on GRYP website
- Direct involvement with our board for an event of your choosing
- One table (10 tickets) at the Annual Gala\*

### **Growth Sponsor - \$1,000**

- Featured at one event
- Logo on GRYP website
- One table (10 tickets) at the Annual Gala\*

**If none of the sponsorship levels above fit what you are looking for, we are happy to work with you to develop a sponsorship package that works best for your needs and budget.**

*\*The Annual Gala in October is subject to potential COVID restrictions that may limit our ability to host the Gala in-person. We will work with you to design a substitute benefit(s) if we are unable to host an in-person Gala for 2021.*

## Sponsorship Commitment Form

- ☐ Yes! My company would like to sponsor Grand Rapids Young Professionals in 2021.

Company Name

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Primary Contact

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Phone Number

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Email Address

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Website

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We are interested in supporting GRYP as a:

- ☐ \$5,000 Inspiration Sponsor
- ☐ \$2,500 Connection Sponsor
- ☐ \$1,000 Growth Sponsor
- ☐ Other

*For any questions, please contact GRYP's Development Committee at [development@gryp.org](mailto:development@gryp.org) and return this completed form to PO Box 1458, Grand Rapids, MI 49501 or by email to [development@gryp.org](mailto:development@gryp.org).*



## Marketing Partnership

### By Event

Virtual | \$250 per event

- Verbal mention at beginning of event
- Logo visibility

In-person | \$500 per event

- Verbal mention during welcome
- 3-minute speaking slot
- Logo visibility

### Sponsored Content

Social Media *\*content provided by sponsor*

- By post | \$250 per post
- Yearly | \$800 - 1 post per quarter

Newsletter

- Logo | \$1000 per year, \$250 per placement

**If none of the sponsorship levels above fit what you are looking for, we are happy to work with you to develop a sponsorship package that works best for your needs and budget.**