



## Help us bring transformative experiences and meaningful learning moments to The Co. Lab!

Our sponsors bring the event to life—making it possible for small and medium business leaders to form genuine connections, get inspired, and take away actionable insights. We sincerely appreciate your contribution in making this a one-of-a-kind experience.

	Package cost	Number of event tickets included	Logo in emails, on site, printed materials, and shout-out during event	Special benefits
<b>Brain Food sponsorship</b> Fuel the magic between sessions with healthy, tasty snacks.  10 AVAILABLE PACKAGES	\$2,500	1	✓	Card with sponsor logo next to snack stations
<b>Sip Sip Hooray sponsorship</b> Raise a glass to toast new connections with a cocktail hour at the end of a good day.  2 AVAILABLE PACKAGES	\$3,000	1	✓	Card with sponsor logo on drink tables and/or at the bar
<b>Pages and Sages sponsorship</b> Show your support for the business books that could change everything.  4 AVAILABLE PACKAGES	\$3,500	1	✓	Card with sponsor logo at book stations
<b>Helpful Essentials sponsorship</b> Be featured among all the necessities for a successful conference, like notebooks, pens, maps, and agendas.  4 AVAILABLE PACKAGES	\$5,000	2	✓	Card/insert, with sponsor logo, in tote bag
<b>Note-Worthy Ambiance sponsorship</b> Help set the tone and bring the evening to life with live music.  3 AVAILABLE PACKAGES	\$5,000	2	✓	Shout-out to sponsor prior to performance
<b>Swag Bag sponsorship</b> Be noticed next to valuable, locally sourced gifts that keep giving, well after the conference wraps.  3 AVAILABLE PACKAGES	\$5,000	2	✓	Card with sponsor logo at swag bag stations
<b>Picture This sponsorship</b> Help us capture all the inspiring moments and memories.  1 AVAILABLE PACKAGE	\$7,000	2	✓	Sponsorship credit in post-event communications with video share
<b>Breakout Speaker sponsorship</b> Support our breakout sessions, where speakers share their expertise and lessons learned, giving attendees game-changing, actionable takeaways.  10 AVAILABLE PACKAGES	\$10,000	3	✓	Collaborate with our team on the perfect way to acknowledge your support at the event, such as a shout out at the speaking session, special on-site signage, meet and greet with speakers, or other ways to highlight your brand.
<b>Keynote Speaker sponsorship</b> Be seen on the main stage, where speakers motivate, inspire, and <i>make</i> the conference. Help us bring the best to Kalamazoo!  3 AVAILABLE PACKAGES	\$25,000–\$50,000	5	✓	

### Have something else in mind?

We'd love to co-create a meaningful brand experience together. Opportunities begin at \$1,000, and we're open to all kinds of creative ideas that enhance The Co. Lab experience.

[thecolabconference.com](https://thecolabconference.com)



For more sponsorship information, email [Derrick McIver at dmciver@sleepinggiantcapital.com](mailto:Derrick.McIver@sleepinggiantcapital.com)