

MAIZE X BLUE

U-M Marketing and Communications Summit

May 14, 2025

Sponsorship Opportunities



The University of Michigan employs over 800

marketing communications professionals on its three academic campuses (Ann Arbor, Dearborn, & Flint), Michigan Medicine, and Michigan Athletics.

The Maize X Blue 2025 U-M Marketing and Communications Summit

will bring staff together for a full day of networking, education, and professional inspiration.

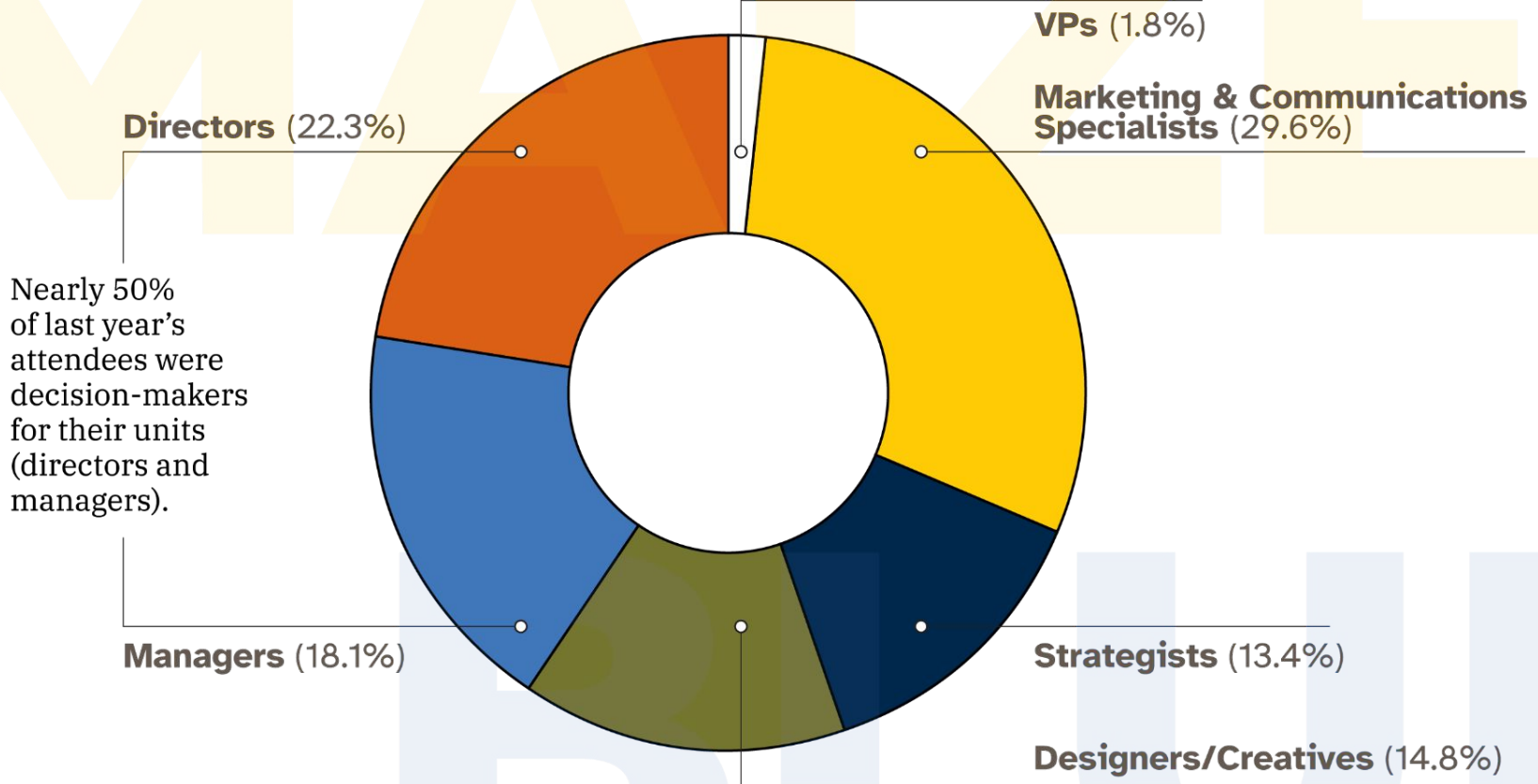
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Michigan's buying power

The University of Michigan, Michigan Medicine, and Michigan Athletics have a combined operating budget of more than \$12 billion per year.

There are over 500 units, centers, departments, and organizations in the U-M system. Michigan is large, but operations are decentralized. Individual units decide how, when, and where they allocate their funding. Maize X Blue is a unique opportunity for businesses that support marketing and communications to get in front of U-M decision-makers.

Who attended MXB 2024



Nearly 50% of last year's attendees were decision-makers for their units (directors and managers).

New this year

- **More scheduled time with you, our valued sponsors!**

This year, sponsor tables will be front and center in the heart of the conference action. Positioned in the vibrant Winter Garden at Ross, the tables will be where attendees gather to check in, enjoy breakfast and lunch, explore posters, and join the day's wrap-up activity. This prime location offers unparalleled exposure, ensuring that sponsors are highly visible and directly engaged with attendees throughout the day – the highest level of interaction we've ever offered at any MXB event.

- **New location!**

We've moved the Summit from the Michigan League to Michigan Ross to provide more room for more attendees, which also gives our sponsors more space.

New this year

- **New activities!**

We're excited to host a lively, game-show-style event after lunch, and a relaxed networking hour featuring treats and end-of-day activities. These events offer unique opportunities to showcase your brand in engaging and memorable ways. We'd love to collaborate with you on customized sponsorship options as these experiences come to life, making your brand an integral part of the day's excitement.



CONFERENCE HIGHLIGHTS

Keynote speaker: Tom Fishburne

We are delighted to announce that the keynote speaker will be Tom Fishburne, founder of “Marketoologist” and a celebrated cartoonist who brings humor and insight to the business world through his widely popular cartoons. Originally starting as a Harvard Business School student drawing on the backs of business cases, Tom’s work has grown to reach half a million readers weekly. Over two decades, he’s used cartoons to distill and depict the ever-evolving challenges of marketing and business, engaging audiences with his unique perspective.

Through his creative agency, Marketoologist, Tom has worked with over 200 organizations and authored *Your Ad Ignored Here*, making him an inspiring voice for marketers today.

CONFERENCE HIGHLIGHTS

Breakout sessions

Skill-building, professional development, leadership, crisis management, audience engagement, and more will allow participants to navigate various tracks that inspire and educate.



CONFERENCE HIGHLIGHTS

Demonstrations and exhibits

Poster sessions feature the award-winning, diverse work of communications professionals across all three U-M campuses, Athletics and Michigan Medicine.



CONFERENCE HIGHLIGHTS

Networking

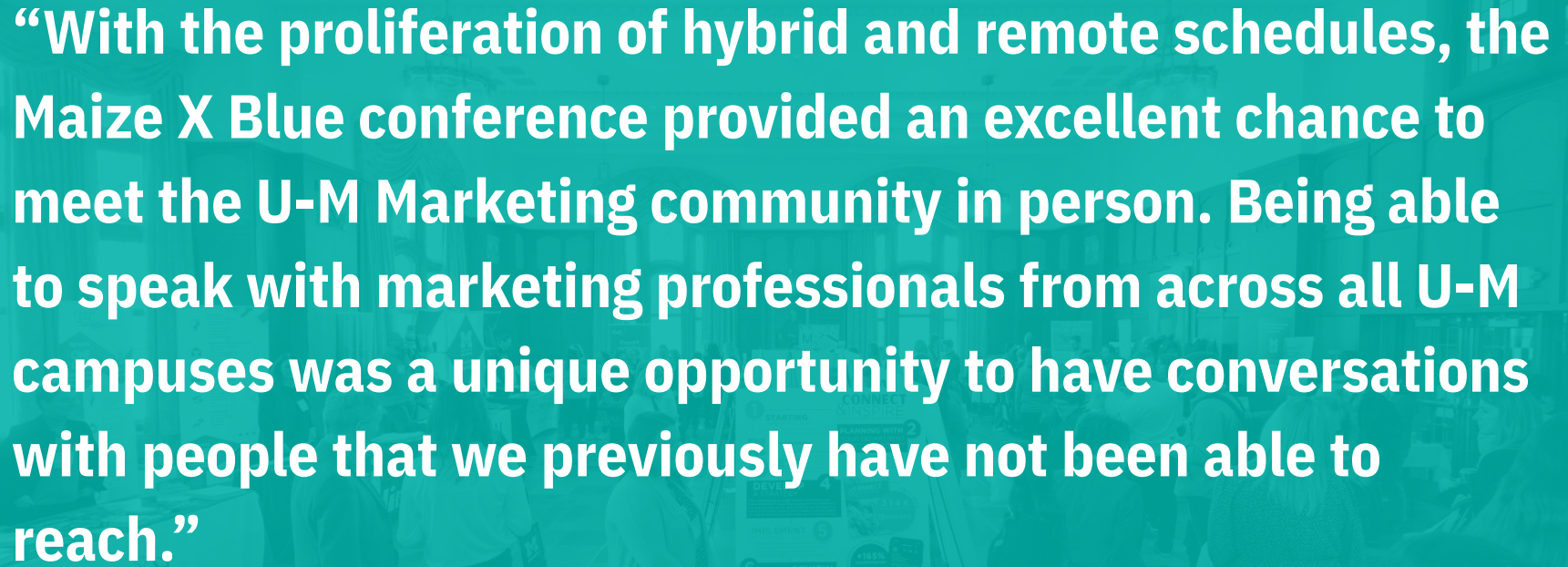
Sponsor tables will be at the heart of all networking in the Ross Winter Garden, where we are hosting a morning coffee and breakfast hour, afternoon lunch with poster sessions, and a closing networking hour with activities and snacks—all prime opportunities for engagement throughout the day!






“Maize X Blue was a great opportunity to network with the entire U-M creative community. We connected with existing clients and established new relationships for future collaborations.”

— ULitho



“With the proliferation of hybrid and remote schedules, the Maize X Blue conference provided an excellent chance to meet the U-M Marketing community in person. Being able to speak with marketing professionals from across all U-M campuses was a unique opportunity to have conversations with people that we previously have not been able to reach.”

— FedEx Office



“We enjoyed lots of traffic and interaction with the university community, thanks in no small part to the excellent programming. I highly recommend sponsoring this event.”

— Underground Printing



“The MXB conference is an incredible powerhouse for marketing and communication folks. It is packed with content that is directly applicable to what we do at the university.”

— Brand strategist, LSA Advancement

“Speakers shared invaluable insights that provided a holistic view of the ever-evolving landscape of our field. I found it very helpful to make new and meaningful connections.”

— Multimedia storyteller, College of Engineering

SPONSORSHIPS

MXB summit event sponsor: \$10,000

At the event

- Logo on MXB staff gear
- Logo on participants' name tags
- Introduction before keynote speaker
- Meet & Greet with keynote Tom Fishburne
- Customized breakout session
- Two tables at Vendor Expo in prime locations
- Sponsorship of mid-day or end-of-day event

Leading up to the event

- Prominent marketing on MXB website, signage, emails

After the event

- Access to registration email list

Custom and in-kind sponsorships will be considered upon request for services, event scholarships, engagement opportunities, swag, and more.

SPONSORSHIPS

Lunch event or networking event sponsor: \$6,000

- Prominent positioning on MXB website, signage, emails
- Signage and introduction at networking event or signage and logo sticker on boxed lunches
- Introduction after keynote speaker
- Two tables at Vendor Expo in prime locations
- Special swag station in the center of the event

SPONSORSHIPS

Breakout session sponsor: \$3,500

- Marketing on MXB website
- Mention in key messaging emails
- Logo on the digital and printed agenda
- Introduction at breakout session of your choice
- Signage/logo in breakout space
- Vendor table in the Winter Garden
- Two complimentary breakfast and lunches

SPONSORSHIPS

Local businesses and U-M departments

Gold: \$2,500

- Signage at the breakout session of your choice
- Swag bag contribution
- Logo on website and email
- Vendor table in Winter Garden
- Two complimentary breakfast and lunches

Custom and in-kind sponsorships will be considered upon request for services, event scholarships, engagement opportunities, swag, and more.

Silver: \$1,500

- Vendor table in Winter Garden
- Logo on website
- Two complimentary breakfast and lunches



MAIZE

Interested?

Contact us to get started

mxbsponsors@umich.edu

We look forward to partnering with you and sharing your brand with our talented U-M community.

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