



MAIZE^XBLUE

U-M Marketing and Communications Summit

May 28-29, 2026 at the Michigan Union



Sponsorship Opportunities

The University of Michigan audience

1,000+

**MARKETING & COMMUNICATIONS
PROFESSIONALS**

Representing diverse areas
across all **three campuses**
(Ann Arbor, Dearborn, & Flint),
Michigan Medicine, and
Michigan Athletics

\$14.9+ Billion

**COMBINED ANNUAL OPERATING
BUDGETS PER YEAR**

All U-M units, centers,
departments, and organizations
**independently manage their
funding decisions**

MAIZE^XBLUE »

Tap into Michigan's buying power

Maize X Blue offers a unique opportunity for sponsors to gain direct access to this diverse group of key U-M marketing and communications decision-makers — all in one place, at the same time.



Don't miss this chance to **boost your brand visibility, develop new leads, and share innovative solutions** during this one-and-a-half-day conference.

New this year!

1

Vendor Expo Bingo

- Each attendee receives a **bingo card featuring all sponsor logos**.
- To complete their card, participants must **visit each sponsor's table**, and chat with your team to collect a sticker.
- Completed cards are submitted for a **grand prize drawing** — with exciting rewards like an iPad or Bose headphones announced at the close of the event.
- This interactive experience ensures **steady foot traffic** to every vendor table and provides sponsors with countless opportunities for meaningful face-to-face connections with U-M's marketing and communication professionals.

New this year!

2

Extended Programming

- This year, attendees will gather **over a day and a half at the Michigan Union** to learn and discover new solutions to their marketing and communications challenges.
- All sponsorship packages include two days of vendor space in our exhibitors area.

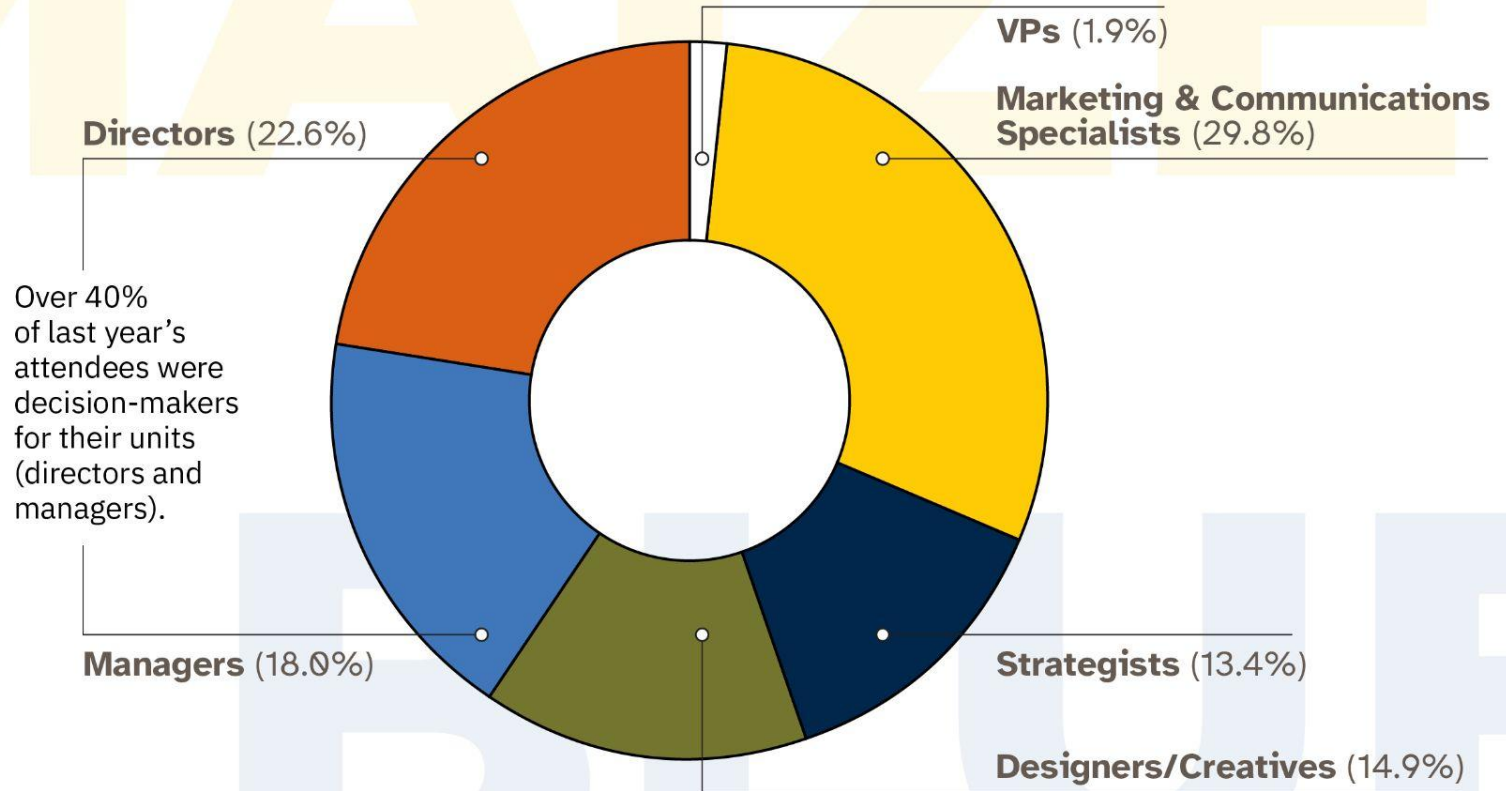
New this year!

3

Expanded Opportunities

- **Added sponsor packages** include more opportunities to choose from and new ways to connect with our audience.
- We invite you to become a sponsor, heighten your brand visibility, and connect in innovative new ways with clients and prospects through our Vendor Expo Bingo experience and from a wide variety of sponsorship packages outlined on the following pages.

Who attended MXB 2025



All sponsorship packages include:

Every Maize X Blue sponsorship level comes with valuable benefits designed to help you connect, engage, and showcase your brand to U-M's marketing and communications community.

- **Complimentary Meals** — Breakfast, lunch, and refreshments for two representatives throughout the event.
- **Vendor Table Presence** — A dedicated **vendor table in the Pendleton Ballroom** for both days of the conference to meet and engage attendees.
- **Expo Bingo Participation** — Inclusion in our interactive **Vendor Expo Bingo experience**, designed to drive traffic and spark meaningful conversations.
- **Online Visibility** — Your **company logo and URL** featured on the official Maize X Blue conference website.

Plus, each sponsorship tier includes **exclusive benefits** specific to your selected package — outlined on the following pages.

Pinnacle Partner

\$12,000 (Exclusive)



The highest level of sponsorship for Maize X Blue 2026. Designed for a sponsor who wants maximum exposure, deep engagement, and long-term connection with the University of Michigan's marketing and communications community.

BEFORE EVENT

- **Premier Visibility** — Prominent logo placement on all pre-event materials, including the conference website homepage, marketing emails, promotion at other communication events leading up to the summit.
- **Featured Spotlight** — A dedicated “Meet Our Pinnacle Partner” feature in the MXB save the date, registration, and reminder emails sent to all registrants and U-M communication leads, highlighting your company's services and U-M partnerships.
- **Early Access** — Advance summary of registrant demographics (campus, unit, role) to help you tailor your outreach.

Pinnacle Partner

\$12,000 (Exclusive)



AT THE EVENT

- **Welcome & Closing Recognition** — Verbal recognition by event leadership during both the opening and closing sessions.
- **Exclusive Check-In Presence** — Opportunity to station representatives at the registration table to welcome attendees and hand out branded materials or swag during check-in (shared space with MXB staff).
- **Prime Placement** — Two vendor tables in the highest-traffic vendor expo area.
- **Interactive Opportunity** — Option to introduce a breakout or workshop session.
- **Extended Access** — Complimentary attendance for up to four team members at all sessions, meals, and networking activities.
- **Branded Visibility** — Logo featured on major event signage, interstitial slides, and printed/digital agendas.
- **Expo Bingo Prize Sponsorship** — First choice to provide the grand prize for the Vendor Expo Bingo, with brand recognition during the prize announcement.
- **Hospitality Feature** — Option to sponsor a branded refreshment or dessert station during a major break or networking reception (production costs at sponsor's expense).

Pinnacle Partner

\$12,000 (Exclusive)



AFTER THE EVENT

- **Post-Event Recognition** — “Thank You” feature in the MXB recap email distributed to the entire attendee list, plus a website highlight on the recap page.
- **Registration List Access** — List of all attendees' contact information and registration data (unit, campus, role) for continued follow-up.
- **Performance Snapshot** — A brief post-event report summarizing attendance, engagement, and exposure metrics.
- **Renewal Priority** — First right of refusal for the Pinnacle Partner level at MXB 2027.
- **Special Recognition at the MXB Awards** — Receive a commemorative plaque presented on stage at our inaugural MXB Awards ceremony to thank you for your generous partnership and support of the Maize X Blue Summit.

Excellence Awards Sponsor

\$8,000 (Exclusive)



Celebrate and elevate the very best in U-M marketing and communications. As the exclusive sponsor of the **inaugural MXB Awards**, your brand takes center stage during one of the most anticipated moments of the summit — where creativity, collaboration, and impact are honored.

BEFORE EVENT

- **Prominent Visibility** — Logo placement on all pre-event materials promoting the MXB Awards (emails, website, and social posts).
- **Awards Highlight Feature** — A dedicated mention in the “Introducing the MXB Awards” emails with your company’s logo and a short description of your partnership.
- **Nominee Engagement** — Option to include your logo on nomination submission forms and “Congratulations” emails to finalists.
- **Guest Judge Opportunity** — Serve as a guest judge for all award categories, offering your input on submissions and helping shape the final award selections alongside the MXB planning team.

Excellence Awards Sponsor

\$8,000 (Exclusive)



AT THE EVENT

- **On-Stage Recognition** — Verbal acknowledgment and logo display during the MXB Awards ceremony, including signage on and around the stage.
- **Award Presentation** — Opportunity for a company representative to announce the final and biggest award of the ceremony (e.g., “Campaign of the Year” or “Best in Show”).
- **Stage and Program Branding** — Logo featured on the ceremony program, digital slides, printed signage, and award certificates/trophies.
- **Red Carpet + Photo Op Area** — Option to co-brand the photo backdrop or “red carpet” experience where award recipients take photos (shared branding with MXB).
- **Prime Vendor Placement** — Premium vendor table in the main vendor expo area, with signage noting your status as the Excellence Awards Sponsor.
- **Hospitality Opportunity** — Option to provide a branded treat or refreshment during the award reception following the ceremony (production at sponsor’s expense).
- **Networking Access** — Attendance for up to three team members at all summit sessions and meals.

Excellence Awards Sponsor

\$8,000 (Exclusive)



AFTER THE EVENT

- **Post-Event Recognition** — Prominent “Thank You” placement in the website recap and final thank you email to the attendees.
- **Full Registration Email List** — Exclusive access to the complete opt-in registration email list and the names and units of all individual and team award recipients for follow-up congratulations and outreach.
- **Renewal Priority** — First right of refusal for the 2027 sponsorship opportunities.

Networking Experience Sponsor

\$6,000 (Five Available)

SPONSORSHIP INCLUDES:

- **Conversation Starter Participation** — Sponsor may provide a light, discussion prompt or “icebreaker” question related to the theme (approved by MXB).
- **Networking Lounge Presence** — Vendor table or display directly adjacent to the networking area for post-session conversations and demos.
- **Branded Giveaways** — Option to provide small branded items or prizes for attendees (e.g., notebooks, pens, or raffle drawing).
- **Logo Recognition** — Inclusion in event materials referencing networking sessions — printed agendas, digital slides, and the MXB website.
- **Recognition in Announcements** — Thank-you mention by MXB leadership during opening and closing of day.
- **Complimentary Attendance** — Access for up to three team members to attend both event days, including all meals and activities.
- **Access to Registration of Your Networking Segment** — Receive the full registration email list following of the communicators that sign up for your networking session.
- **Post-Event Recognition** — Name and logo featured in the MXB post-event thank-you email and sponsor recap page.

Well-Being in the Workplace Panel Sponsor

\$5,000 (Exclusive)

SPONSORSHIP INCLUDES:

- **Branded Environment** — Your logo displayed at the room entrance and near the coffee and tea stations to create a cohesive sponsor presence.
- **Complimentary Attendance** — Access for up to two team members to attend both event days, including all meals and sessions.
- **Post-Event Recognition** — Thank-you mention in the MXB recap email and MXB website sponsor page.
- **Renewal Priority** — First right of refusal sponsorship opportunities at MXB 2027.

Exclusive In-Kind Partnership

(One Available)



Partner with Maize X Blue 2026 through an exclusive in-kind collaboration that brings your brand to life across the event experience. This package is ideal for creative vendors and production partners who want hands-on brand visibility through the materials every attendee engages with—from tote bags and name tags to giveaways and prizes.

THE IN-KIND PARTNER PROVIDES:

- **Runner Up Vendor Bingo Expo Prize** — A featured item for our popular Vendor Expo Bingo grand prize drawing.
- **Name Tags & Lanyards** (approximately 425) — Includes design coordination, printing, and assembly/stuffing.
- **Tote Bags** (approximately 400) — Co-branded with both your company logo and the MXB event mark.
- **Optional Event Giveaway Swag** — A useful, high-quality branded item distributed to all attendees in the provided tote bags.
- **Poster Session Printing** (15–20 posters) — High-quality color prints displayed during our research and campaign showcase with signage acknowledging your sponsorship.

Exclusive In-Kind Partnership

(One Available)



THE IN-KIND PARTNER PROVIDES:

- **Committee T-Shirts** (approximately 25) — Branded shirts for the MXB planning and event operations team.

IN-KIND PARTNERSHIP INCLUDES:

- **Co-Branding on All Materials** — All printed and produced items will feature both your company logo and the MXB logo (with the exception of the posters, which will show your support through signage).

Breakout Session Sponsor

\$3,500 (14 Available)

Position your brand at the heart of the learning experience. As a Breakout Session Sponsor, your company will be aligned with one of Maize X Blue's engaging, high-energy sessions led by U-M's most innovative marketing and communication professionals. These sessions draw strong attendance and provide a focused setting for connection and visibility.

SPONSORSHIP INCLUDES:

- **Choice of Session** — Select from 14 breakout sessions covering topics such as creative strategy, digital innovation, writing, design, or web communications.
- **Session Recognition** — Your company logo displayed on signage at the breakout room entrance.
- **Verbal Acknowledgment** — Opportunity for a brief (1–2 minute) sponsor introduction by the session moderator or host before the presentation begins.
- **Marketing Visibility** — Recognition on the MXB website and promotional emails leading up to the event.

Breakout Session Sponsor

\$3,500 (14 Available)

SPONSORSHIP INCLUDES:

- **Agenda Placement** — Logo featured on both the printed and digital event agendas next to your sponsored session.
- **Complimentary Attendance** — Access for up to two team members to attend both days of the event, including all sessions, meals, and networking activities.
- **Post-Event Recognition** — Inclusion in the MXB recap email and sponsor listing on the MXB website.

Gold Sponsor

\$2,500

Join the Maize X Blue community and connect directly with U-M's network of marketing and communication professionals. As a Community Partner, you'll gain exposure to hundreds of communicators shaping the university's brand and storytelling every day.

SPONSORSHIP INCLUDES:

- **Complimentary Meals** — Breakfast, lunch, and refreshments provided throughout the two-day event.
- **Vendor Table Presence** — A dedicated vendor table in the Pendleton Ballroom for both days of the conference, giving your team the chance to meet attendees face-to-face.
- **Expo Bingo Participation** — Inclusion in our interactive Vendor Expo Bingo experience, designed to drive traffic and conversation with participants.
- **Brand Visibility** — Company logo and URL featured on the MXB conference website.
- **Post-Event Recognition** — Inclusion in the MXB post-event website recap page.



Interested? Don't wait - options go fast!

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.

MAIZE~~X~~**BLUE** »