



Thanksgiving weekend is a popular time for former Michiganders to travel “home” for the holiday. In 2012, Hello West Michigan and The Right Place hosted the first Thanksgiving weekend event in Grand Rapids for Michigan boomerangs.

ReThink West Michigan is a casual, professional networking event hosted at a local bar on Thanksgiving Eve. ReThink has become our signature event at Hello West Michigan as it is the in-person version of what our team does all year long – connect candidates with employers.

We invite local employers to meet candidates visiting the area for the holiday weekend to share your company’s exciting initiatives, career opportunities, and encourage job seekers to reconsider calling West Michigan home.

ReThink West Michigan has been recognized as a best practice by the International Economic Development Council (IEDC).

EVENT PROGRAM HONORS



from the International Economic Development Council (IEDC)

Now, all around the state, communities host networking events for these former Michiganders during the Thanksgiving weekend to introduce them to local employers and explore what relocation to the Mitten State could look like. Many of these events have become Thanksgiving traditions in our communities over the last 10 years and have resulted in many hires.

ReThink West Michigan is part of the Back To Michigan event series. Sponsorship money raised from regional sponsorships and employer booths will stay in our region.

Region 4 Host Organizations:



Regional Sponsorships

Regional Champion

1 available

Cost: \$7,500

Benefits

- All of the benefits of the Regional Advocate, PLUS...
- Prominent booth space at the event
- Registration for up to 6 company representatives
- Customized company message in email invites from host organization's CRM and pre-event emails
- Periodic mentions on Hello West Michigan's social media channels
- Download of ALL registered job seekers including contact information
- Name, logo, and premier sponsor listed on www.rethinkwm.com
- Logo displayed on invitations and promotional/PR articles
- Quote from a company representative in press release
- Name/logo mentioned and/or displayed during event program remarks
- Opportunity to welcome attendees during event program remarks

Regional Advocate

Cost: \$4,000

Benefits:

- All of the benefits of the Regional Supporter, **PLUS...**
- Prominent booth space at the event
- Registration for up to 3 company representatives
- Logo displayed at in-person event
- Registration for up to 4 company representatives
- Periodic mentions on Hello West Michigan's social media channels

Relocation Supporter

Cost: \$1,000

- All of the benefits of the Employer Booth, **PLUS...**
- Name, logo, and regional supporter sponsor listed on www.rethinkwm.com
- Logo displayed at in-person event
- Registration for up to 2 company representatives
- Opportunity to provide branded swag for attendee gift bags

Employer Booth

Cost: \$300 (\$250 for members)

- Up to 3 company representatives
- 2 drink tickets for each rep
- Logo and company description listed on www.rethinkwm.com

Sign Up

To register for a Regional Sponsorship or an Employer Booth at **ReThink West Michigan on November 22**, simply email us and let us know your preferred level so we have it in writing.

By registering as an employer for this event, you agree to the following:

- Notifying Hello West Michigan when you have a resulting hire
- Guarantee at least 1 company representative attends the in person event

Booth sign up is on a first come, first served basis. When you email us, we will confirm your place on the waiting list for your requested booth type.

Email us to Register:

Jessica Kuster

Program Manager

Hello West Michigan

kusterj@hellowestmichigan.com

616.301.8210

We will confirm your spot according to the timeline below.

- August 10: Open State-wide Sponsorships, \$5,000 - \$20,000
- August 15: Open Regional Sponsorships, \$4,000 - \$7,500
- August 15: Open Employer Booths, \$250 - \$300