



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 exciting initiatives, career opportunities, and encourage them to reconsider calling West Michigan home.

Since 2012, other regions have adopted the event model and 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 9 years and have resulted in many hires.

This year, ReThink West Michigan is happening both in-person and virtually for 2022 and both events will be a part of Back To Michigan. Sponsorship money raised from regional sponsorships and enhanced employer booths will stay with the host organization.

Region 4 Host Organizations:



Regional Sponsorships

Regional Champion

- 1 available
- Cost: \$7,500
- All of the benefits of the Regional Supporter Sponsor, **PLUS virtual & in-person benefits including...**

Virtual:

- Company video visible in virtual event lobby throughout event (right-rail video)
- Customized company message in email invites from host organization's CRM and pre-event emails
- 6 mentions on host organization's social media channels
- Download of full database of ALL registered job seekers, including resumes, profile information, and contact information.
- Name, logo, and premier sponsor listed on www.rethinkwm.com

In-person:

- Logo displayed on invitations and promotional/PR articles
- Name/logo mentioned and displayed during remarks
- Opportunity to welcome attendees during remarks
- Prominent booth space
- Registration for up to 6 company representatives

Regional Supporter

- Cost: \$4,000
- All of the benefits of the Regional Advocate, **PLUS...**

Virtual:

- 3 mentions on host organization's social media channels
- Broadcast message (text) during the virtual event

In-person:

- Logo displayed at in-person event
- Prominent booth space at the event
- Registration for up to 4 company representatives

Regional Supporter

- Cost: \$2,000
- All of the benefits of the Enhanced/In-person Employer Booths, **PLUS...**

Virtual

- Company logo listed on registration page
- Mention on host organization's social media channels

In-person

- Name, logo, and regional supporter sponsor listed on www.rethinkwm.com
- Logo displayed at in-person event

In-person Employer Booth

- Prominent booth space at the event
- Registration for up to 4 company representatives
- Opportunity to provide branded swag for attendee gift bags

- Cost: \$300 (\$250 for members)
- All of the benefits of the Employer Booth, **PLUS...**
- Up to 3 company representatives
- 2 drink tickets for each rep
- Logo and company description listed on www.rethinkwm.com

BOGO Booth Deal Details: with your purchase of an in-person employer booth, you can purchase your virtual employer booth for 50% off.

Enhanced Employer Booth (virtual only)

- Cost: \$300 (\$250 for members)
- All of the benefits of the Employer Booth, **PLUS...**
- Company logo listed on the registration page
- 1-2 company representatives
- 1 customizable booth
 - Logo
 - Description
 - Video
 - 7 job postings
- Video-based chats with candidates
- Text-based chats with candidates

Sign Up

To register for a Regional Sponsorship or an Employer Booth, at one or both **ReThink West Michigan events (virtual on Nov. 17, in-person on Nov. 23)**, simply email us and let us know your preferred level so we have it in writing.

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
- September 7: Open Regional Sponsorships, \$4,000 - \$7,500
- September 7: Open Enhanced Employer Booths, \$250

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

- Notifying Hello West Michigan when you have a resulting hire.
- Having your booth content filled out and reps registered in the Brazen system by November 4th (almost two weeks prior to the event date).