



**PARTNERSHIP
OPPORTUNITIES**
23 - 26 AUG 24
DETROIT, MI



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The National Guard Association
of Michigan (NGAM)

WWW.NGAM.ORG

ABOUT US



NGAM

The National Guard Association of Michigan is hosting the PREMIER professional development opportunity for our leaders in Detroit, Michigan in 2024. The association is seeking corporate sponsorship to support the development of our future senior leaders across the enterprise. Since 1956, the National Guard Association of Michigan (NGAM) has been the professional association that represents the Soldiers and Airmen, officer and enlisted members, families, and partners of the Michigan National Guard. We represent the best of America, the citizen-Soldiers and Airmen. As a non-profit organization, NGAM advocates for the advancement and wellbeing of our members and all Veterans.

Mission: The National Guard Association of Michigan advances the interests of the Michigan National Guard by advocating on behalf of its service members, veterans, and their families while connecting them to benefits and the community.

Vision: To provide the best representation and benefits in the nation to NGAM members, the Michigan National Guard, Veterans, and their families.

EANGUS

The Enlisted Association of the National Guard of the United States (EANGUS) was created in 1970 by a group of senior NCO's, then formally organized and incorporated in 1972 in Jackson, MS. EANGUS represents all 54 states and territories, with a constituency base of over 414,000 Guardsmen, as well as thousands of retired members. EANGUS is dedicated to promoting the status, welfare, and professionalism of Enlisted members of the National Guard.

NGAUS

The National Guard Association of the United States (NGAUS), founded in 1878, is the nation's oldest military association. NGAUS serves as a full strategic partner with each state and territory association, and congressional delegation enabling effective communication of the message to continuously improve the relevance, readiness, modernization, and quality of life, while promoting the rich militia heritage of the National Guard.



THE NATIONAL GUARD

Since its inception in Salem, Massachusetts, on December 13, 1636, the National Guard has stood as the oldest component of the Armed Forces of the United States and one of the oldest professions in our country. Today the Soldiers and Airmen of the National Guard come from every community and serve across all corners of the world. These heroes are our neighbors and friends. Our Citizen Soldiers and Airmen work as doctors, nurses, teachers, in construction, in factories, and etc. **They represent the 1% who serve our great country through military service.**

The National Guard has never been busier in its existence than in the past decade. Despite its heavy commitment in the Global War on Terrorism, the units of the National Guard continue to meet every challenge, from response during emergencies and disasters, to responding to COVID 19, to deployments in areas abroad –the Soldiers and Airmen of the National Guard stand ready to support and serve while protecting the freedoms we enjoy as a nation.

ABOUT OUR ANNUAL CONFERENCES

Annually, EANGUS and NGAUS host conferences to gather and vote on top legislative priorities, share information, and celebrate the camaraderie of membership in the National Guard. **For the first time ever, both associations will hold their annual conferences back-to-back, in the same city, in the same state .** More than 7,000 members of the military from all 54 states and territories, multi-national state partnership members, national administration officials, elected officials, and private industry partners are expected to attend. This event is a major gathering of industry and military decision makers who evaluate, assess, recommend and select equipment, machinery, supplies and services for over 450,000 members of the Army and Air National Guard. Join us as we showcase the patriotic and innovative spirit of National Guard servicemembers and the partners that support them. Welcome to historic Detroit, the Arsenal of Democracy!

MOTOWN LEVEL PARTNERSHIPS

MARINERS CHAPEL

\$2,500

- Listing on printed materials, including program books and promotional materials
- 1 invitation* to the The Adjutants General (TAG) Reception

BELLE ISLE

\$5,000

- Listing on printed materials, including program books and promotional materials
- 2 invitations* to The Adjutants General (TAG) Reception, and the NGAUS Chairman's Head Table Reception

WINDSOR TUNNEL

\$10,000

- Company name and logo on NGAUS 2024 website
- Listing on printed materials, including program books and promotional materials
- 4 invitations* to The Adjutants General (TAG) Reception, and the NGAUS Chairman's Head Table Reception
- 1 foursome at the Sponsor Golf Tournament

AMBASSADOR BRIDGE

\$20,000

- Company name, logo, and website link on NGAUS 2024 website
- Listing on printed materials, including program books and promotional materials
- 5 invitations* to The Adjutants General (TAG) Reception, and the NGAUS Chairman's Head Table Reception
- 1 foursome at the Sponsor Golf Tournament

SPIRIT OF DETROIT

\$25,000

- Company name, logo, and website link on NGAUS 2024 website
- Listing on printed materials, including program books and promotional materials
- Listing on signage for sponsored event, when applicable
- 6 invitations* to The Adjutants General (TAG) Reception, and the NGAUS Chairman's Head Table Reception
- 1 foursome at the Sponsor Golf Tournament
- Hotel of choice for room reservations



partnerships
available here

**each invite includes one guest*

MOTOR CITY 2024 PARTNERSHIP OPPORTUNITIES

GREAT LAKES LEVEL PARTNERSHIPS

LAKE ONTARIO

\$50,000

- 2 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- Elite marketing as a key conference sponsor
- 2x 4 Man teams in the golf event

LAKE ERIE

\$100,000

- 4 NGAM C-Suite Reception invitations
- NGAM 4 Star Corporate membership for 1 year
- Industry booth at the NGAUS tradeshow
- Elite marketing as a key conference sponsor
- 2x 4 Man teams in the golf event

LAKE MICHIGAN

\$150,000

- Honorary Mayor of Greenfield Village for one night
- 5 NGAM C-Suite Reception invitations
- NGAM 4 Star Corporate membership for 2 years
- Industry booth at the NGAUS tradeshow
- Elite marketing as a key conference sponsor
- 2x 4 Man teams in the golf event

LAKE HURON

\$200,000

- Parade Grand Marshall for Carnivale parade
- 1 Invitation (plus guest) to the head table seating during conference dinners
- 6 NGAM C-Suite Reception invitations
- NGAM 4 Star Corporate membership for 5 years
- Industry booth at the NGAUS tradeshow
- Elite marketing as a key conference sponsor
- 2x 4 Man teams in the golf event

LAKE SUPERIOR

\$250,000

- Welcome address to all attendees at one of the premier events
- 2 Invitations* to the head table seating during conference dinners
- 10 NGAM C-Suite Reception invitations
- NGAM 4 Star Corporate membership for 5 years
- Industry booth at the NGAUS tradeshow
- Elite marketing as a key conference sponsor
- 3x 4 Man teams in the golf event



**partnerships
available here**

**each invite includes one guest*

MOTOR CITY 2024 PARTNERSHIP OPPORTUNITIES

PARTNERSHIP BENEFITS

Help bring history to our Soldiers and Airmen by making history together

KEY EVENT SPONSORSHIPS

TRANSPORTATION SPONSOR

\$500,000

- Marketing on all buses, vehicles, at the Detroit Airport, and on the Detroit People Mover
- Recognition on all printed material as the conference transportation sponsor
- VIP seating at all Social Events
- 10 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 5 years
- 10 Invitations to all VIP conference events including the The Adjutant General's Reception and Chairman's Reception
- 1 Invitation (plus guest) to the head table seating during conference dinners

GOVERNORS RECEPTION

\$700,000- HENRY FORD MUSEUM

24 AUG 2024

5,000 ATTENDEES

- Marketing on all printed and digital marketing
- Welcome address to all attendees at the Henry Ford Museum
- VIP seating at all Social Events
- 15 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 7 years
- 15 Invitations to all VIP conference events, to include Chairman's Reception
- 2 Invitations (plus guest) to the head table seating during conference dinners

NGAUS KEY EVENT SPONSORSHIPS

STATES DINNER

\$500,000-HUNTINGTON PLACE

26 AUG 2024

4,000 ATTENDEES

- Marketing on all printed and digital marketing
- Recognition as the exclusive event sponsor during the event
- VIP seating at all Social Events
- 10 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 5 years
- 10 Invitations to all VIP conference events, to include Chairman's Reception
- 1 Invitation (plus guest) to the head table seating during conference dinners

BELLE ISLE COMPANY GRADE MIXER

\$250,000- BELLE ISLE

23 AUG 2024

2,500 ATTENDEES

- Marketing on all printed and digital marketing
- Parade Grand Marshall for Carnivale parade
- VIP seating at all Social Events
- 5 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 3 years
- 5 Invitations to all VIP conference events, to include Chairman's Reception
- 1 Invitation (plus guest) to the head table seating during conference dinners

SENIOR WARRANT/ FIELD GRADE OFFICER MIXER

\$100,000- BELLE ISLE

23 AUG 2024

2,000 ATTENDEES

- Marketing on all printed and digital marketing
- VIP seating at all Social Events
- 2 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 2 years
- 2 Invitations to all VIP conference events, to include Chairman's Reception

NGAUS KEY EVENT SPONSORSHIPS

SPOUSES LUNCHEON

\$100,000- DETROIT INSTITUTE OF THE ARTS

26 AUG 2024
450 ATTENDEES

- Marketing on all printed and digital marketing
- Lunch with NGAUS spouses at the Detroit Institute of the Arts
- VIP seating at all Social Events
- 2 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 2 years
- 2 Invitations to all VIP conference events, to include Chairman's Reception

THE ADJUTANT GENERALS (TAG) RECEPTION

\$75,000- GROSSE POINTE WAR MEMORIAL

23 AUG 2024
250 ATTENDEES

- Marketing on all printed and digital marketing
- Company logo on exclusive invites for the event
- Address to all 54 State Adjutant's General at the reception
- VIP seating at all Social Events
- 2 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 2 years
- 2 Invitations to all VIP conference events, to include Chairman's Reception

HOSPITALITY NIGHT

\$60,000- GREEK TOWN

25 AUG 2024
4,500 ATTENDEES

- Banner in Greektown with company logo announcing sponsorship of the event
- VIP seating at all Social Events
- 2 NGAM C-Suite Reception invitations
- Industry booth at the NGAUS tradeshow
- NGAM 4 Star Corporate membership for 2 years
- 2 Invitations to all VIP conference events, to include Chairman's Reception

NGAUS KEY EVENT SPONSORSHIPS

RETIREE LUNCHEON

\$40,000- OVATION YACHT

25 AUG 2024
300 ATTENDEES

- Marketing on exclusive event invitations
- Welcome address to all attendees at the event
- NGAM 4 Star Corporate membership for 1 year
- 2 Invitations to all VIP conference events, to include Chairman's Reception

WARRANT OFFICERS LUNCHEON

\$30,000- UAW HQS

25 AUG 2024
250 ATTENDEES

- Marketing on exclusive event invitations
- Welcome address to all attendees at the event
- NGAM 4 Star Corporate membership for 1 year
- 2 Invitations to all VIP conference events, to include Chairman's Reception

NGAUS MEMBERS GOLF OUTING

\$25,000- TBD

23 AUG 2024
200 ATTENDEES

- Marketing on event materials
- Welcome address to all attendees at the event
- 2x 4 Man teams in the golf event
- Exclusive naming rights to the golf outing
- Banner at Golf Club with company logo

NGAUS OPENING CEREMONIES

\$20,000- HUNTINGTON PLACE

24 AUG 2024
5,000 ATTENDEES

- Company video/remarks to introduce opening ceremonies
- Be on stage as the Chair calls the conference to order
- NGAM 3 Star Corporate membership for 1 year
- 2 Invitations to all VIP conference events, to include Chairman's Reception

NGAUS URBAN-ATHLON

\$20,000- DEQUINDRE CUT

24 AUG 2024
300 ATTENDEES

- Logo on shirts for 5K
- Announce start of race
- Logo on banner for start and finish lines
- On stage for awards presentation
- 2 Invitations to all VIP conference events, to include Chairman's Reception

NGAUS KEY EVENT SPONSORSHIPS

TAG SPOUSES LUNCHEON
\$15,000- DETROIT YACHT CLUB
25 AUG 2024
100 ATTENDEES

- Lunch with TAG Spouses
- Marketing on the invitations and at the event
- Address to spouses during lunch

NGAUS SPEAKERS CORNER
\$15,000- HUNTINGTON PLACE
24 - 26 AUG 2024
3,000 ATTENDEES

- Marketing on the Speakers stage in the exhibit hall
- Opening day address from the speakers stage
- Naming rights to the speakers stage
- Introduction of each speaker



FOR
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CONTACT NGAM AT

WWW.NGAM.ORG

OR

EXECUTIVEDIRECTOR@NGAM.ORG

TEXT OR CALL: 989-307-9268

