



November 9, 2023

Re: 2024 Turnaround Management Association of West Michigan Sponsorship

The TMA West Michigan Chapter cannot begin to thank you enough for your participation during 2023! The year has been filled with networking opportunities, education, conferences and more. The full schedule included:

- 2 Part Spring Panel Series: It's a Not so Wonderful Life: Crypto, Blockchain & the FTX Scandal and Can the Cannabis Industry Continue to Stay the Same?
- Market Report by the National Center for the Middle Market
- 4 NextGen Dine-Arounds (small group networking for our young professionals)
- NextGen DuckPin Bowling
- 3 Network of Women Networking Events (2 lunches and 1 Happy Hour)
- Summer Member Networking Breakfast
- Joint TMA WM & ACG WM Happy Hour
- “Rebirth” of The BOB
- Annual Pre-Holiday Networking Event
- Succession Planning and Gymco’s Story
- 5 Virtual TMA Universities (which have been recorded and provided to members at no cost)
- Virtual Combined Networking with TMA all Mid-America Regional Conference Chapters

All of these events have been hosted with the intent to fulfill our purpose: fostering industry peer relationships that will benefit all participants and deepening the turnaround knowledge found in our business community.

2024 program planning is underway, and the Board of Directors has announced that the 2024 sponsorship investment will be **\$2,495**. Please review the following page, which contains a list of benefits your company will receive by collaborating with us. Also, each sponsor will receive a **FREE NextGen or NOW Membership for an employee of their choice who fits either of those affinity groups**.

To sponsor, simply complete the attached form and return it to the TMA West Michigan office by December 24, 2023. Payment is due no later than January 31, 2024. I look forward to seeing you in the coming year and welcome any questions you may have.

Sincerely,

Karl Norton– 2023 Sponsorship Chair

E: knorton@comerica.com

2024 Sponsorship Benefits
<p>Company logo placed on the brand new TMA West Michigan’s global website</p> <ul style="list-style-type: none"> • Including a hyperlink to your firm’s website
<p>Company logo placed on the TMA West Michigan’s event registration website</p> <ul style="list-style-type: none"> • Including a hyperlink to your firm’s website • Visible to public, as well as 1,700 industry contacts included in the TMA WM database
<p>Company logo placed on the TMA WM sponsorship banners present at live general meetings</p>
<p>Company name listed as a sponsor in all event invitations sent via email</p> <ul style="list-style-type: none"> • At least 94 emails a year to 1,700 industry contacts including: bankers, attorneys, consultants, CPAs, brokers, private equity investors, auctioneers, realtors and others directly involved in the TMA community, totaling roughly 160,000 individual impressions a year
<p>Company name listed as a sponsor in all thank you emails sent to attendees post live and virtual events</p> <ul style="list-style-type: none"> • At least 22 emails a year
<p>1 free sponsorship ticket to every TMA WM meeting and recognition (either verbal on name badge) as a sponsor, including:</p> <ul style="list-style-type: none"> • General events • Members Networking events • NextGen and NOW sponsored events (active groups targeting young professionals and women in the turnaround industry)
<p>1 FREE MEMBERSHIP for an employee of your choice that fits into the NextGen (40 and under) or NOW (Network of Women) categories</p>
<p>Event speaking opportunities including the positions of panelists, moderators, etc.</p>
<p>Company logo placed on meeting PowerPoint loop if available</p>
<p>Company logo placed on the TMA West Michigan’s table tents (present at smaller events throughout the year)</p>
<p>1 Featured post on TMA West Michigan’s LinkedIn page, including content of your choice or a public thank you</p>



West Michigan

2024 Annual Sponsorship Form

Contact Information (All information required)

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Ticket Contact (if different from above)

Name: _____

Phone: _____ Email: _____

Free Member (select 1): NextGen (40 and Under) NOW (Network of Women)

Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Logo Request

Sponsors, please email a high resolution, color logo in .eps form to assocmgr@tmawm.com.

Year Commitment

\$2,495

Payment Information

Please see the payment information needed below. We do accept checks, however, we request that you email Rebecca Climie (assocmgr@tmawm.com) so that the office is can monitor the mail, Please make checks payable to **TMA West Michigan**.

Credit Card Number: _____ Expiration Date: _____

Security Code: _____ Name on Credit Card: _____

Billing Address: _____

Signature: _____