




Become a leader in the effort to stimulate economic development in southeast Michigan!

How? Sponsor the Hometown History Tours *2nd Annual Southeast Michigan Heritage Tourism Networking Event: Capitalizing on our Local History* and join the collective effort to revitalize our economy by elevating our region's stature as a vibrant tourist destination

Hometown History Tours

2nd Annual Southeast Michigan Heritage Tourism Networking Event
Capitalizing on our Local History

Thursday, May 12, 2011
 8 AM—4:15 PM
 Stone Creek Banquet Center
 One Magazine Street, Flat Rock



Early Bird Registration: \$30
 Registration (April 8-28): \$35,
 After April 28: \$45
*Includes continental breakfast, lunch,
 afternoon snack*

Featured Speakers & Topics

National Park Service's Economic Impact on Neighboring Communities
 Scott Bentley, River Raisin Battlefield National Park
 Collaborating and Developing YOUR Local History
 Melissa Milton-Pung, Washtenaw County
 All Roads Lead to Auto History
 Nancy Darga, Motor City Heritage Trail
 Wine, Trails and Tourism
 Ed Gerten, Pentamere Winery/SE MI Pioneer Wine Trail Member
 Flight to Freedom Experience
 Yolanda Uddin, Historic First Congregational Church
 Experience Detroit on Two Wheels
 Kelli B. Kavanaugh, Wheelhouse Detroit
 Look Who's Coming to Visit! Profile of Annual Visitors and
 Tips to Attract Them
 Mary Zuccherro, Ypsilanti Area VCB, *add'l. Panelists TBA*
 Connecting the Dots: The SE Michigan Historic Corridor Unfolds
 Karin Risko, Hometown History Tours

Register online at: hometownhistorytours.com or call: 734.642.5712

Sponsorship benefits include:

- Increased recognition of your business or organization – not only at this event but within the community-at-large for its leadership role in a movement that positively improves the image of our region and helps create jobs.
- Exclusive opportunities for members of your organization to meet and develop long-term relationships with influential politicians, community and business leaders, educators, travel/tourism industry professionals, executives of large and small non-profit organizations and members of the media.

With sponsorship opportunities starting at only \$350, it's an affordable way to promote your business, align your corporate image with a worthy movement, and build long-term professional relationships.

About the Networking Event

The dialogue continues at the *Second Annual Southeast Michigan Heritage Tourism Networking Event: Capitalizing on our Local History* where we'll not only rediscover and extol the rich history of southeast Michigan, but we'll unveil a historic corridor that beckons tourists to visit and fully explore our region.

Distinguished speakers at this year's exciting event include: **Scott Bentley**, River Raisin Battlefield National Park Superintendent; **Nancy Darga**, MotorCities National Heritage Area Managing Director; **Kelli B. Kavanaugh**, Wheelhouse Detroit Co-Owner; **Melissa Milton-Pung**, Washtenaw County Economic Development and Energy Project Manager; **Yolanda Uddin**, Historic First Congregational Church Chief Operating Officer; **Ed Gerten**, Pentamere Winery Operations Manager; **Mary Zuccherro**, Ypsilanti Area Visitors and Convention Bureau; and **Karin Risko**, Hometown History Tours Director.

What is heritage tourism?

Heritage tourism is defined by the National Trust as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historical and natural resources."

Why promote it?

Tourism is a powerful economic development tool that creates jobs, provides new business opportunities and strengthens local economies. When done right, heritage tourism can improve the quality of life for residents as they take advantage of the services and attractions tourism adds. It also promotes community pride, which grows as people work together to develop a thriving tourist industry.

TOURISM + CULTURE + HERITAGE = SUSTAINABLE ECONOMIES

The networking event takes place on Thursday, May 12, 2011 at the Stone Creek Banquet Center located inside the award-winning Flat Rock Community Center.

The event is organized by Karin Risko, director of Hometown History Tours. A former history teacher, Karin is passionate about preserving and promoting our region's rich history. She conceived and organized the first Southeast Michigan Heritage Tourism Networking Event that was held on March 18, 2010 in Flat Rock. Karin also was a co-coordinator of the Southeast Michigan Geotourism Conference held in November 2010 at Eastern Michigan University.

For full conference details, please visit: www.hometownhistorytours.com

The biggest benefit of heritage tourism is that opportunities increase for diversified economies, ways to prosper economically while holding on to the characteristics that make communities special. We hope you will join us in presenting this influential gathering that serves as the foundation for our important mission of rediscovering our region's rich history and promoting our great story.

Sponsors thus far include: **Southern Wayne County Regional Chamber**, **Opportunity Grosse Ile**, **Downriver Linked Greenways**, and **Visit Ypsi**.

Sponsorship Levels

\$950

Presenting Sponsorship – exclusive opportunity limited to one presenting sponsor

\$575

Co-Sponsor

\$350

Associate Sponsor or SEMHTA (Southeast Michigan Heritage Tourism Ambassador)

Sponsorship Benefits

Event Presenting Sponsor at \$950

Exclusive to Presenting Sponsor

- ❖ Prominent placement as “presenting sponsor” on promotional event announcement to be mailed and emailed Thursday, April 14 and final announcement emailed on Monday, May 2.
- ❖ Prominent placement as presenting sponsor on event program

Active participation at event

- Designated representative from your organization will be given the opportunity to give a ten minute presentation during opening remarks
- Your designated representative will also be given the high profile role of introducing a distinguished guest (e.g. mayor, chamber official, etc.) and a keynote speaker at the conference
- Your selected representative/s will assist with presentation of speaker gifts
- ✓ Special reserved seating at conference with prominent government, business, community, non-profit, tourism and academic leaders
- ✓ Verbal acknowledgement of your organization as presenting sponsor from podium
- ✓ Prominent display of presenting sponsorship signage at event
- ✓ Prominent listing on website as presenting sponsor as well as numerous social media sites such as LinkedIn and Facebook
- ✓ Presenting sponsorship noted in pre/post conference media materials and a special press release announcing your presenting sponsorship will be released
- ✓ Opportunity to distribute promotional literature in conference attendee registration packets.
- ✓ 12’ skirted exhibit table inside conference venue
- ✓ Framed certificate acknowledging your commitment to promoting regional tourism

Event Accommodations

- 12 Conference Registrations included with sponsorship
- Discount on any additional conference registrations (\$26 per person)

Event Co-Sponsor *at \$575*

Exclusive to Co-Sponsors

- ❖ Prominent placement as a “co-sponsor” on promotional event announcement to be mailed and emailed Thursday, April 14 and final announcement emailed on Monday, May 2.

Active participation at event

- Designated representative from your organization will be given the opportunity to give a five minute presentation at the conference
- Your designated representative will be given the high profile role of introducing a speaker or distinguished guest (e.g. mayor, chamber official, etc.)
- ✓ Special reserved seating at conference with prominent government, business, non-profit, community and academic leaders
- ✓ Verbal acknowledgement of your organization as Event Co-Sponsor from podium at conference
- ✓ Prominent display of signage featuring listing of co-sponsors at event
- ✓ Prominent listing on website as an Event Co-Sponsor as well as numerous social media sites such as LinkedIn and Facebook
- ✓ Prominent placement as co-sponsor in event program
- ✓ Opportunity to distribute promotional literature in conference attendee registration packets
- ✓ 6’ skirted exhibit table inside event venue
- ✓ Framed certificate acknowledging your commitment to promoting regional tourism

Event Accommodations

- 8 Conference Registrations included with sponsorship
- Discount on any additional conference registrations (\$28 per person)

SEMHTA *at \$350*

Active participation at event

- ✓ Special reserved seating at conference with prominent government, business, community, non-profit and academic leaders
- ✓ Verbal acknowledgement of your organization as a SEMHTA from podium at event
- ✓ Prominent display of signage featuring listing of SEMHTAs at event
- ✓ Listing on conference website under SEMHTA as well as numerous social media sites such as LinkedIn and Facebook
- ✓ Prominent listing as a SEMHTA in event program
- ✓ Opportunity to distribute promotional literature in conference attendee registration packets
- ✓ 6’ skirted exhibit table inside event venue
- ✓ Framed certificate acknowledging your commitment to promoting regional tourism

Event Accommodations

- ✓ 4 Conference Registrations included with sponsorship
- ✓ Discount on any additional conference registrations (\$28 per person)

Sponsorship Activation

Activation is easy!

We appreciate your joining us in presenting this special conference that promotes the best of southeast Michigan and showcases our region as a vibrant tourist destination.

1. Contact Event and Sponsor Coordinator Karin Risko via phone at (734) 642-5712 or via email at k[underscore]risko[at]yahoo[dot]com to discuss your level of sponsorship
2. Email Karin your corporate logo and a brief bio/corporate history

We offer two convenient ways to pay

Online

After discussing your level of sponsorship, we can email you an invoice for the designated amount via PayPal. Payment can then be made online with check or credit card

By Mail

After discussing your level of sponsorship, make your check payable to:



And mail payment to:

**Hometown History Tours
Attn: Karin Risko, Director
24401 Hickory Drive
Grosse Ile, MI 48138**