



Sponsorship Opportunities



Capitol Day is an impactful event hosted each spring by Michigan Retailers Association (MRA) where members share stories and advocate to connect the retail industry with legislators, regulators, and other influential figures in Michigan. Followed by our annual legislative reception is well attended by legislators and policymakers each year.



Gold Sponsor | \$1,500+

- Listing as Gold Sponsor in materials and website
- Logo featured in sponsorship signage on Capitol Day
- Table toppers with logo
- Opportunity to include promo item/ giveaway in thank you bag



Silver Sponsor | \$1,000

- Listing as Silver Sponsor in materials and website
- Logo featured in signage on Capitol Day
- Opportunity to include promo item/ giveaway in thank you bag



Bronze Sponsor | \$500

- Listing as Bronze Sponsor in materials and website
- Logo featured in signage on Capitol Day
- Opportunity to include promo item/ giveaway in thank you bag



Member Sponsor | \$250

- Logo featured in signage on Capitol Day
- Opportunity to include promo item/ giveaway in thank you bag

More Member Engagement Opportunities



Participating Member Business | *Capitol Day Attendance Required*

- Logo featured in signage on Capitol Day
- Opportunity to include promo item/ giveaway in thank you bag



Reception Swag Bag Item Inclusion | Free for MRA Members

Member businesses are invited to provide up to 200 branded items/giveaways in the Legislative Reception thank you bags.

**Contact MRA's VP of Government Affairs, Drew Beardslee, at abeardslee@retailers.com for more information, limitations, and deadlines.*



**2026 LEGISLATIVE RECEPTION
SPONSORSHIP PLEDGE FORM**

SPONSORING COMPANY: _____

SPONSORSHIP COMMITMENT AMOUNT:

Gold (\$1,500+) Silver (\$1,000) Bronze (\$500) Member (\$250) Other \$

CONTACT INFORMATION AT SPONSORING COMPANY:

NAME: _____

ADDRESS: _____

E-MAIL: _____

PHONE: _____

Yes, please prepare an invoice

If invoice should be sent to someone different than contact information above:

NAME: _____

E-MAIL: _____

ATTENDANCE:

Yes, the following individuals will attend:

No, we are unable to attend

Return sponsorship form to Andrew Beardslee at abeardslee@retailers.com

PLEASE MAKE CHECKS PAYABLE TO:

Michigan Retailers Association
603 South Washington Avenue
Lansing, MI 48933

Date of Event: April 22, 2026

Contribution to be fully received by: June 1, 2026