2025 WELCOMING INTERACTIVE
DETROIT, MI
MAY 20-22

SPONSORSHIP PACKAGE
WELCOMINGINTERACTIVE.ORG
#INTERACTIVE2025

WELCOMING AMERICA

INCLUSIVE COMMUNITIES
STRONG ECONOMIES
About Welcoming America

Welcoming America is a nonprofit, nonpartisan organization that leads a movement of inclusive communities becoming more prosperous by ensuring everyone belongs. We believe that all people, including immigrants, are valued contributors and vital to the success of our communities and shared future.

Through our Welcoming Network of 300+ local governments and nonprofits, we work to help communities develop the roadmap they need to create welcoming policies and share new approaches to inclusion to create an environment where everyone can truly thrive.

About the Welcoming Interactive

The Welcoming Interactive is an annual conference that highlights successful practices and inspiring stories about immigrant inclusion, programs, policies, and partnerships on economic development, civic engagement, government leadership, and more. Attendees learn about local innovations from peer communities and come away with new ideas and energy to foster welcoming places for all. Every year the conference rotates to a new Certified Welcoming city.

Our 2024 Host City

Detroit and the state of Michigan have always been lands of opportunity. Whether it’s Black families that came up from the South during the Great Migration or immigrants from every corner of the globe who have chosen to build their families and futures here, Detroit and Michigan are welcoming places where people with ideas can thrive.

Michigan has long been a leader in welcoming, leading investments in refugee resettlement and welcoming economies. Since 2014, the City of Detroit has been an active member of the Welcoming Network, and in 2022 became the state’s first Certified Welcoming community, with 40,000 foreign-born residents calling Detroit home. Global Detroit, Welcoming America’s longtime partner, has helped lead a variety of immigrant-inclusive economic development initiatives. In partnership with Global Detroit, and the City of Detroit Mayor’s Office of Immigrant Affairs, Welcoming America is thrilled to host the highly anticipated Welcoming Interactive.
Why Sponsor the Welcoming Interactive?

The Welcoming Interactive equips local communities with resources, tools, networking, and best practices to positively impact newcomers in communities across the United States and around the world.

By supporting the Welcoming Interactive, you’re not just supporting an event; you’re investing in the very fabric of what makes communities vibrant, resilient, and inclusive.

In return, the Welcoming Interactive offers your brand unparalleled access to a diverse audience, deepening your community engagement, and elevating your company’s profile as a leader in championing inclusivity and unity.

Together, we have the power to transform narratives, cultivate safe spaces, and ensure that everyone, no matter where they come from, is valued and welcomed.

Your support is not just a sponsorship — it’s a statement and a pledge to unity, acceptance, and community strength. Will you join us?
Connect with Changemakers and Amplify Your Reach

Our Attendees

Reflecting a diversity of identities, cultures, and backgrounds, attendees of the Welcoming Interactive come from local government, businesses, and NGOs. Your support for welcoming and inclusion efforts will be showcased to 800+ public and private sector leaders representing over 300+ network members across 46 states and three continents.

The 2024 Welcoming Interactive was the largest event yet, with 774 attendees!

- **517** Attendees from Nonprofits
- **257** from Local Governments
- **Over 2/3** First-Time Attendees

Our Brand Reach

The Welcoming Interactive’s impact reverberates through its host city and beyond during the conference. Gain exposure to Welcoming America’s national network and those of our conference partners through:

- **11,400** Email Subscribers
- **26,000** Social Media Followers
- **100** Outlets
- **324** Media Mentions
- **329,000** Total Reach
- **2.9M** Total Impressions

Check out the media reach from last year’s conference in Dallas, Texas:

In recent years, numerous asylum seekers have been inhumanely bussed to cities across the nation. The Louisiana Organization for Refugees and Immigrants (LORI) sought to shine a positive light on a new kind of bus journey for newcomers. Together, they organized and facilitated a bus ride that brought 16 immigrant leaders from Louisiana and Texas to the Welcoming Interactive in Dallas.

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## Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting $40,000</th>
<th>Belonging $25,000</th>
<th>Equity $15,000</th>
<th>Inclusion $10,000</th>
<th>Diversity $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom logo display during conference</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Recognition as Presenting Sponsor in national press release</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Recognition as Presenting Sponsor in email newsletter</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resharing of sponsor social media posts related to conference</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Brand highlight in Welcoming America social media posts as a sponsor</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking opportunity during the conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
| Early access tickets for the community tours | | | | | | Priority
| Opportunity to brand a specific component of the conference * | ✓ | ✓ | ✓ | | |
| Sponsor highlights in email newsletter | 2 | 1 | 1 | 1 | |
| Conference registrations | 10 | 8 | 6 | 4 | 2 |
| Exhibitor display table option | | | | | | Premium
| Logo placement on conference website with click-through | | | | | | Premium
| Opportunity to provide branded promotional items for conference swag bags | ✓ | ✓ | ✓ | ✓ | ✓ |

* See pg. 8 for branding opportunities
Sponsorships Levels

**Presenting: $40,000**
- Custom logo display during conference
- Recognition as Presenting Sponsor in national press release
- Recognition as Presenting Sponsor in Welcoming America newsletter
- Brand highlight in two Welcoming America social media posts as Presenting Sponsor
- Retweets and sharing of sponsor social media posts related to the Welcoming Interactive
- Speaking opportunity during the conference
- Priority early access tickets for the community tours
- Opportunity to brand a specific component of the conference*
- 2 sponsor highlights in our email newsletter (1200 x 675 px)
- 10 conference registrations
- Premium placement exhibitor display table option
- Premium logo placement on conference website with click-through
- Opportunity to provide branded promotional items for conference swag bags

**Belonging: $25,000**
- Brand highlight in one Welcoming America social media post as Belonging Sponsor
- Speaking opportunity during the conference
- Early access tickets for the community tours
- Opportunity to brand a specific component of the conference*
- 1 sponsor highlight in our email newsletter (1200 x 675 px)
- 8 conference registrations
- Premium placement exhibitor display table option
- Logo placement on conference website with click-through
- Opportunity to provide branded promotional items for conference swag bags

What are your organization’s goals in sponsoring the Welcoming Interactive? See pg. 8 for the unique branding opportunities that can help you meet those goals.
Sponsorship Levels

**Equity: $15,000**
- Early access tickets for the community tours
- Opportunity to brand a specific component of the conference
- 1 sponsor highlight in our email newsletter (1200 x 200 px)
- 6 conference registrations
- Exhibitor display table option
- Logo placement on conference website with click-through
- Opportunity to provide branded promotional items for conference swag bags

**Inclusion: $10,000**
- 1 sponsor highlight in our email newsletter (1200 x 200 px)
- 4 conference registrations
- Exhibitor display table option
- Logo placement on conference website with click-through
- Opportunity to provide branded promotional items for conference swag bags

**Diversity: $5,000**
- 2 conference registrations
- Exhibitor display table option
- Logo placement on conference website with click-through
- Opportunity to provide branded promotional items for conference swag bags

**Network Member Exhibitor $2,500**
A limited number of exhibitor tables are available to current Welcoming America member organizations that are interested in showcasing their products and services. Being an exhibitor is a powerful and cost-effective way to reach and influence hundreds of decision-makers whose organizations are leading a movement of inclusive communities. Space is limited and will be kept to a first come, first served basis. Online applications for exhibitors are available at WelcomingInteractive.org. Once the application is complete, a Welcoming America team member will follow up by email on next steps.

Benefits include:
- 2 conference registrations
- Logo on conference website
- 6’ x 30” table and two chairs

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Branding Opportunities

Scholarships: $40,000
Your sponsorship has the potential to provide up to 40 scholarships to individuals who would otherwise be unable to attend the Welcoming Interactive.

Opening Reception: $40,000
Scheduled for the evening prior to the start of the Welcoming Interactive, this reception is a unique branding opportunity that will capture attendees attention by being one of the first to welcome them to the event.

Opening Plenary: $25,000
Kick off the Welcoming Interactive as the official sponsor of the opening plenary. This is the first time that all attendees will be together in the same room.

Closing Plenary: $25,000
As an official sponsor of the Closing Plenary, this is a unique opportunity to provide attendees with a favorable and lasting impression of your organization and brand.

Community Tours: $25,000
One of the most anticipated events of the Welcoming Interactive, the Community Tours offer attendees the opportunity to see what makes Detroit a welcoming city. Stops include neighborhoods, cultural centers, and businesses that tell the stories of local immigrants.

Interpretation (Language Access): $25,000
Help all attendees access the Welcoming Interactive content, by sponsoring language interpretation at the event.

Lunch Plenary: $15,000
Your sponsorship of the Lunch Plenary provides attendees with a nourishing lunch while they spend quality time networking with their peers.

Certified Welcoming Happy Hour: $15,000
Leaders of Certified Welcoming communities are invited to a happy hour to celebrate their hard work and dedication to making their cities inclusive for all. This provides the sponsor with 1:1 access to leaders in Certified Welcoming cities.

The Welcome Experience: Conference bags and lanyards: $15,000
Upon arrival, attendees will check in and receive a conference swag bag and an attendee badge. The conference lanyards and swag bags will include your branding and will be seen by all conference participants throughout the entire multi-day event.
See you in Detroit!

Contact us today to begin your sponsorship of the 2025 Welcoming Interactive. Sponsorships are customizable and created with your company’s goals and priorities in mind. Multi-campaign and multi-year sponsorships are also available.

We can’t wait to see you at the Welcoming Interactive, hosted at Huntington Place in downtown Detroit!

Allie Norman
Development Manager
allie@welcomingamerica.org
Thank You to Our 2024 Sponsors and Exhibitors

Presenting

City of Dallas
Walmart

Equity

ONE percent for AMERICA
WES World Education Services

Diversity

Omidyar Network
Western Union

Supporter

Bromberg & Associates
ENGEN

Exhibitors

AB Charities, Bridges 2030 International, Endeavors, Every Campus A Refuge, Federal Trade Commission, Kids In Need of Defense (KIND), Nonprofit VOTE, Switchboard (IRC), U.S. Citizenship and Immigration Services, Welcome Corps, YMCA of the USA