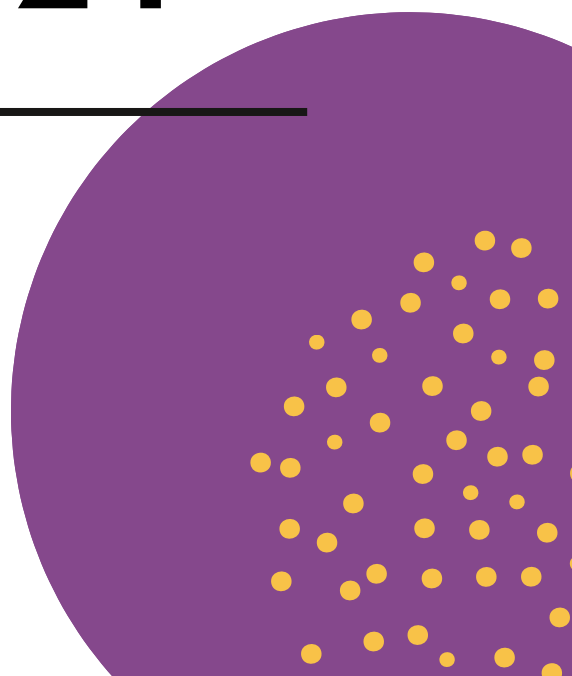


SPONSORSHIP PACKET 2024

SoftwareGR Programs:

- MERGE
- Speaker Series
- SoftwareGR Alliance

Software  GR



MERGE 2024

Merge Conference

Date: May 6th, 2024

Title: Navigating West Michigan's Tech
Hub Transformation

Location: Daniel and Pamella DeVos
Center *Grand Rapids, MI*



This will be
the 15th year
for the
Merge
conference



About SoftwareGR

Founded in 2003, SoftwareGR is a trade association dedicated to promoting the software industry in Grand Rapids, as well as improving the competitiveness of Michigan's software development community. Members of SoftwareGR have interests in all aspects of software - from design and development to testing and user experience.



**SoftwareGR
celebrated its 20th
Anniversary in
2023**



MERGE

Merge is dedicated to building and enhancing the software industry in the region. The conference brings hundreds of software professionals and business leaders together for a day of learning and networking.



SoftwareGR Sponsorship Also Supports:

SPEAKER SERIES

SoftwareGR hosts a free speaker and networking event every month for the West Michigan community. This provides the opportunity to learn from each other, develop close professional relationships, and listen to experts share their knowledge.

SOFTWARE GR ALLIANCE

The SoftwareGR Alliance provides basic assistance to local user groups, including financial controls, tax filing, and non-profit exempt status. Our existing structure allows us to handle the difficulties of managing a legal entity, enabling our member groups to focus on providing outstanding content.

The SoftwareGR Alliance is open to any user group that serves the software and design communities. There is no cost at this time to be a member of the SoftwareGR Alliance.

Sponsorship Opportunities	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000
Tickets to Merge 2024	10	5	2
Company table at the event	●		
One extra ticket for marketing person to give a 60 second pitch and to introduce a speaker *FOR FIRST 5 SPONSORS*	●		
Logo slides during event on all screens	●	●	
Logo on SoftwareGR Meetup site	●	●	●
Ongoing social media mentions through Twitter, and LinkedIn as requested	●	●	●
Logo on SoftwareGR and MERGE websites and promotional material	●	●	●
Early registration pricing for all employees (beyond the complimentary tickets)	●	●	●

Have Something Else in Mind?

PROPOSE AN IDEA

If you have an idea of how you'd like to participate in sponsorship with our events, let us know what you have in mind. Our MERGE audience consists of 200–250 I.T. professionals and software designers and developers.

To sponsor SoftwareGR, email Annie Kibler at: annie.kibler@softwaregr.org.

THANK YOU!

Your sponsorship provides support to all of SoftwareGR's programming and will be acknowledged on SoftwareGR's website and also during Merge.