



Sponsor Opportunities

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MiSTRA
MICHIGAN
SHORT-TERM RENTAL ASSOCIATION

Presenting Sponsor

- “Presented by” tag on all promotions & summit title slide
- 2-3 minute keynote live or pre-recorded prior to keynote
- Premium logo placement
- Post event attendee email list

\$2500

Supporting Sponsor

- 30 - 60 second spotlight during Break
- Logo on agenda slides and registration confirmation email
- Premium logo placement on slides and registration page
- Dedicated thank you at opening & closing
- Post event attendee email list

\$1500

Community Sponsor

- Logo included on event slides
- Group thank you mention during closing remarks
- Social media shout out
- Inclusion in post event communications

\$350

Additional Opportunities

Break Give-away Sponsor

Provide a gift card
for a live raffle
announced during
the break

\$200

Workshop Sponsor

Recognition at the
beginning and end
of a workshop

\$400

Why Sponsor?

- Reach a statewide audience of STR professionals, owners, and advocates
- Align your brand with innovation, advocacy, and community in Michigan's STR sector
- Gain visibility before, during, and after the event with zero logistics required
- Over 700 expected to register

Agenda

Virtual

Wed., Nov. 5, 1 - 4:30pm

Guest-First Foundations: A Hospitality-Driven Approach to Uplevel Your STR Marketing

Speaker: Jodi Bourne

6 Minutes to a Smarter STR

Speakers: Kenny Bedwell, Nick Massey, Katie Johnson, Ben

From Reels to Revenue: Lessons from Michigan Influencers and STR Owners

Moderators: The Karwells

Policy in Motion: Michigan's STR Legislative Landscape — A MiSTRA Advocacy Snapshot

MiSTRA Leadership

Thur., Nov. 6 - Workshops

10:00 – 11:30 AM | Buying, Selling, and Scaling: STR Management Business Insights

Facilitator: Heather Bayer

1pm-2:30 |STR Advocacy in Action

Facilitators: MiSTRA Leadership Team



United str
Summit
Nov. 5-6

MICHIGAN STR SUMMIT 2025

**Secure Your Sponsorship
Today**

Email >>

hello@michiganstra.org