



CONFLUENCE 2023 | SEPTEMBER 22-23



WHAT IS CONFLUENCE?

Confluence is a free, multi-dimensional festival in the heart of downtown Grand Rapids. The event features artists, makers, entrepreneurs, and thought leaders who engage the public and share their work. The **Future Innovators Zone** is a STEAM-based playground for kids of all ages, the **Maker Expo** spotlights the DIY tech community, the **Innovation Showcase** explores the latest advancements in our area's high-tech gaming sector, **Art@** is 360 degree takeover of an urban space, and much more.

MISSION STATEMENT

Confluence connects the worlds of art, music, science and technology through programming and shared experiences. We explore, support and celebrate the region's ecosystem of innovation and creative thinkers as they work to build a better tomorrow.

NON-PROFIT FISCAL PARTNER

West Michigan Center for Arts & Technology (WMCAT), a leader in youth and adult work-force development, is the event's fiscal partner. In exchange for services, WMCAT receives a fee to cover their administrative costs and support our shared vision. In this way, Confluence is able to directly benefit this vital community organization. Through WMCAT, a 501c3, investment in Confluence is tax-deductible.





THE FUTURE INNOVATORS ZONE

The Future Innovators Zone (FIZ) is an amazing, thought-bending area built just for families.

Kids of all ages can explore high-tech robotics, drones, rockets and STEAM activities of all kinds. Past partners have included Frederik Meijer Gardens, Van Andel Institute, GVSU, Holland Museum, Consumers Energy, and many more.

New for 2023 is a focus on personal finance education. Using Michigan's first-ever high school financial literacy curriculum as a starting point, FIZ program partners will introduce engaging activities and fintech innovation that empowers young people to better understand how to budget, save and invest for long-term financial security.

The FIZ is a festival within a festival and delivers fun, meaningful learning experiences for our next generation of curious thinkers.

THE MAKER EXPO

The Maker Expo is a showcase of diverse tech enthusiasts, crafters, hobbyists, artists and engineers who create amazing things in celebration of the DIY spirit.

Equal parts science fair and high tech meet-up, over a dozen makers from across the Midwest come together to share their work and experimentation across the spectrum of science, art and engineering.

In the past, attendees have created music with paint, explored virtual worlds and experienced first-hand the future of high-tech manufacturing.





THE INNOVATION SHOWCASE

Each year, the Innovation Showcase focuses on high-tech innovation being driven by local and regional companies.

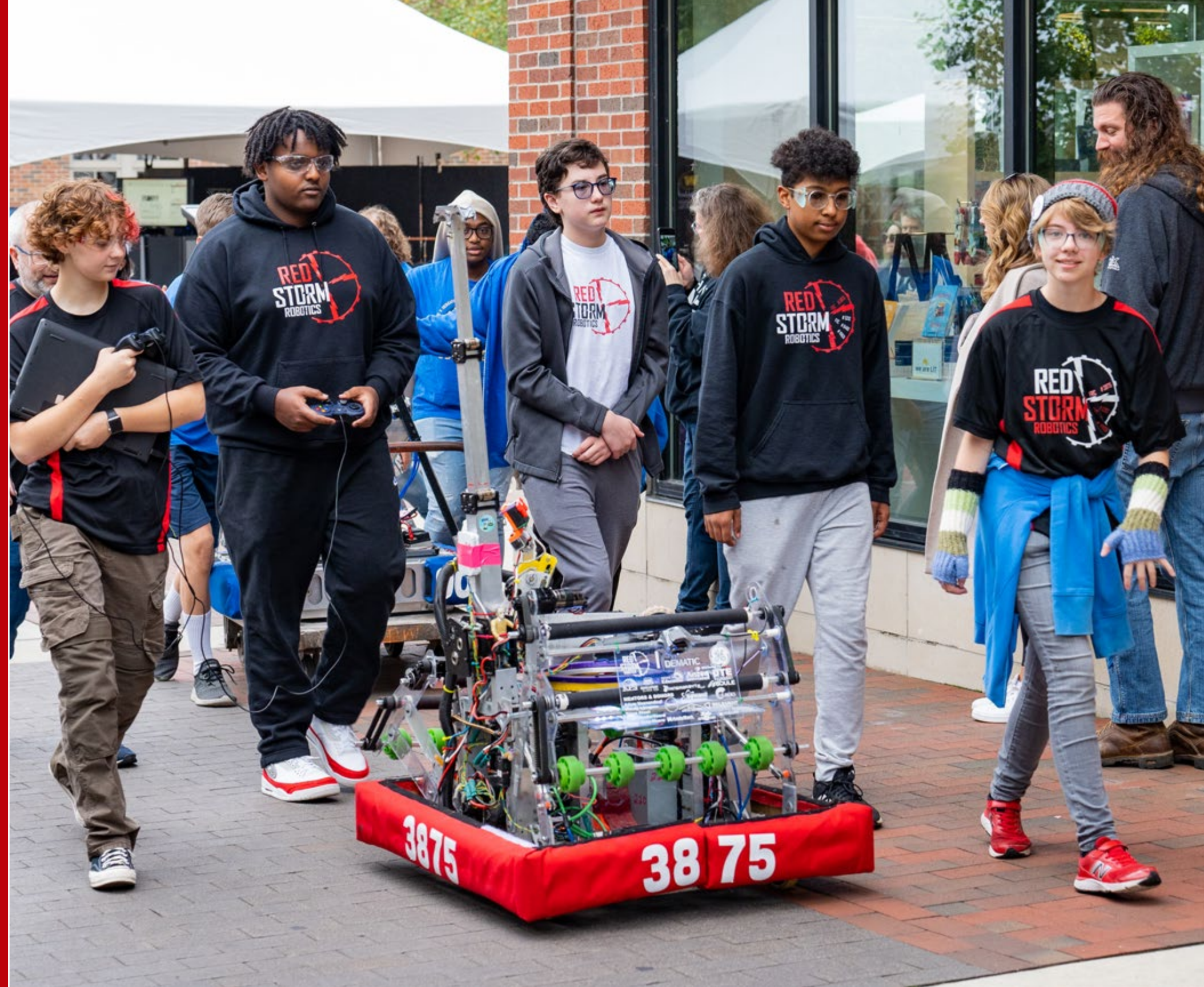
In 2022, eight college and high school esports teams from across West Michigan competed in Rocket League tournaments and the winning teams received a custom trophy designed by students and faculty at KCAD. A tournament-wide raffle for a professional gaming chair was won by a student from Godfrey-Lee.

This year, the spotlight returns to gaming with a larger field and additional playing areas. Sixteen college and high school teams will compete in a Super Smash Bros. tournament with the winning teams receiving custom trophies and other takeaways. Festival attendees will also have an opportunity to play with their friends in a freeplay area located just off the main stage.

ROBOTICS EXPO & PARADE

Hosted by the AMP Lab at WMU and coordinated with FIRST, the Robotics Expo & Parade features top middle and high school teams from across the region who show off their creations and demonstrate their work in the fields of engineering, coding and computer science.

Each of the teams also participate in a robot street parade that circulates throughout the festival.





THE MUSIC SHOWCASES

The music showcases at Confluence create unforgettable shared experiences for both artists and music lovers. Each year is different, but our focus is always on removing borders and expanding minds.

In 2022, we featured musicians who test the limits of traditional and non-traditional instrumentation. Through their incorporation of loops, effects and textures, each created exuberant sonic soundscapes.

ART@

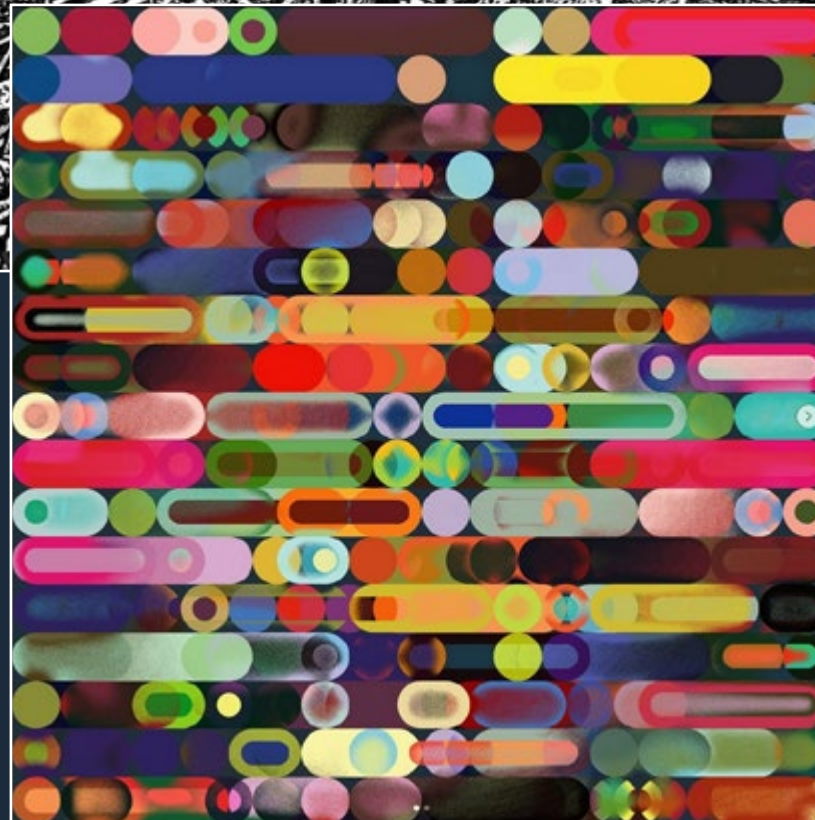
Every year, ART@ transforms an outdoor space in downtown Grand Rapids.

In 2022, we set our sights on Oakes Street Park and featured leading-edge digital artists. Works from Jake Fried and Nick Kuder were presented as NFTs and The Organizing Committee's "The Day Computers Became Obsolete," by Guillaume Pelletier-Auger and Eryk Salvaggio, explored the blurry lines between human and machine.

ART@ also provides a deep dive into the world of digital art through our partnership with Spritely NFT. The local collective guides visitors through the steps of NFT creation and produces an official POAP for the festival that is dropped directly into visitors' digital wallets.



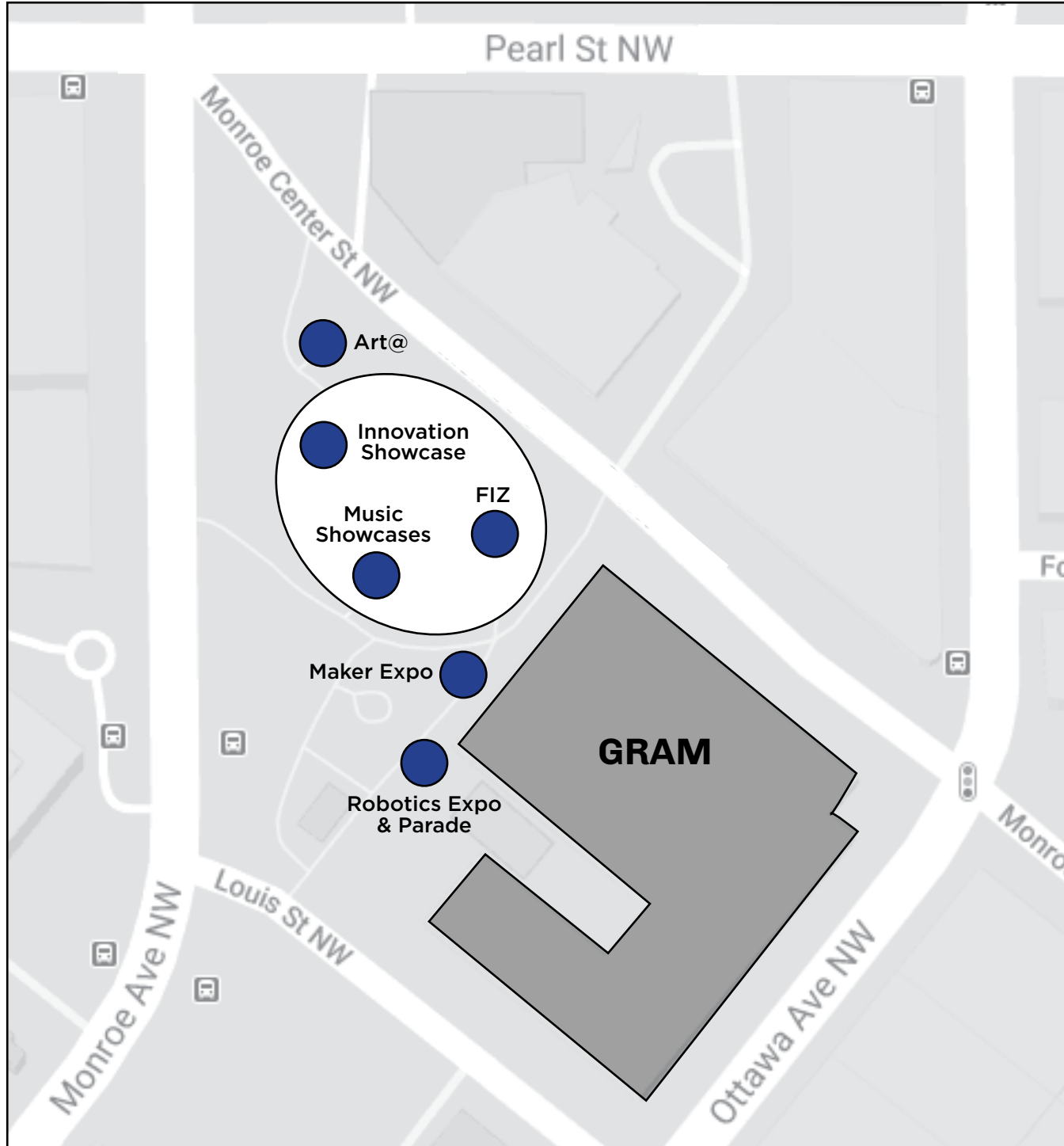
Jake Fried - Brain Wave



Nick Kuder

EVENT MAP

DOWNTOWN GRAND RAPIDS



EVENTS

Innovation Showcases

Rosa Parks Circle

Maker Expo

GRAM Drive

Future Innovators Zone (FIZ)

Rosa Parks Circle

Art@Confluence

Rosa Parks Circle

Music Showcases

Rosa Parks Circle

Robotics Expo & Parade

GRAM Plaza

DATES

Music Showcases

Friday, September 22 – Saturday, September 23

7pm-10pm

Innovation Showcase, Maker Expo, FIZ, Art@, Robotics Expo & Parade

Saturday, September 23

10am-7pm

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

Innovation Showcase, FIZ, Maker Expo, Music, Robotics, Art@

Category Sponsor

Social Impact, Volunteer, Financial Services, etc.

Community Partner

Multiple

Exhibit

Multiple

As an official sponsor, your organization will contribute to the mission of Confluence by helping to underwrite the costs of the 2023 event. Together we will draw national awareness to West Michigan as a hub for innovation, foster talent attraction and retention, and create a more inclusive community.

TOP SPONSORSHIP BENEFITS*

- Logo recognition on digital collateral
- Logo recognition on large-scale signage located throughout the event
- Opportunity for onsite activation
- Opportunity for collaborative communications strategy
- Recognition on social media posts across all channels
- Opportunity for representatives to appear during media moments
- Inclusion in select e-newsletters
- Inclusion in boiler plate of all press releases

*contingent on level





BRAND ENGAGEMENT

There are multiple opportunities for sponsors to engage in signature festival events and be connected to messaging and social media related to the festival.

Social Impact Grants

Designed to increase representation and to be a lifeline for entrepreneurs and small business owners who would otherwise not be able to participate, social impact grants provide financial support to locally-owned minority businesses to cover their festival costs. Confluence waives all booth fees and provides a cash stipend of \$500 each to support their production and staffing needs for the event.

Amplified Media

Select sponsors have an opportunity for their representatives to appear in scheduled media moments throughout the run of the festival. These events will be conducted on the main stage and coordinated with our official broadcast partners.

Employee Engagement Opportunities

There are multiple opportunities for employees to engage a diverse audience from across the region. This includes supporting our Event Services team, hospitality, helping attendees navigate the festival, and more.

2022 PARTNERS

CON
FLU
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PRESENTING SPONSORS



COMMUNITY PARTNERS



PRODUCTION PARTNERS



THANK YOU!

Thank you for supporting this important event for West Michigan. Your investment helps ensure our community's innovators, entrepreneurs and artists are celebrated and supported.

We are excited to present these sponsorship opportunities and look forward to embarking on this exciting journey together.

