



NEXTCYCLE
MICHIGAN

SPONSORSHIP PROSPECTUS

April 2023 NextCycle Michigan Team Showcase



WHAT IS NEXTCYCLE MICHIGAN?

NextCycle Michigan is an initiative by the Michigan Department of Environment, Great Lakes and Energy (EGLE) designed to build a just circular economy through innovation and partnerships. NextCycle Michigan is connecting eco-entrepreneurs, companies, organizations and communities to technical support, financial resources and capacity building for recycling, recovery and reuse projects.

New projects, businesses and collaborations are being driven by NextCycle Michigan and the network created including centering equitable impact in underserved communities.



NEXTCYCLE MICHIGAN

BUILDING A CIRCULAR ECONOMY

The program includes multiple Innovation Challenge tracks related to Michigan's recycled materials supply chain and end markets. The tracks provide selected teams:

- Business and technical planning support
- Pitch development
- Facilitating networking and matchmaking
- Funding pathway identification



**INNOVATION
CHALLENGES**



**DATA GUIDING
OPPORTUNITIES**



**CLIMATE
SOLUTIONS**



**PUBLIC-PRIVATE
PARTNERSHIPS**

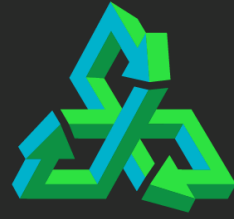


**EQUITABLE
IMPACT**



**ECONOMIC
ADVANTAGES**





NEXTCYCLE
MICHIGAN

1 Day | **3** Pitch Groups | **15** Circular Economy Solutions

NEXTCYCLE MICHIGAN TEAM SHOWCASE

April 20, 2023 | TechTown, Detroit, MI



SHOWCASE OVERVIEW

The Showcase is the culmination of NextCycle programming. After months of business and technical research, mentoring, and planning, teams present their work in a pitch format demonstrating their value and impact on the circular economy.

A targeted audience of 100- 150 business, recycling, government, non-profit and investment professionals will listen to project descriptions, funding plans, impact projections and investment/support opportunities. Teams will also engage in questions from a judging panel.

Along with monetary prizes, teams receive statewide recognition and extensive networking opportunities.

Example of a project pitch
from 2022 Spring Showcase:

[**NexTiles Pitch**](#)

Highlight video from
2022 Fall Showcase:

[**12P3-RSC-ROADS Showcase**](#)

THREE PITCH GROUPS

FOOD WASTE SYSTEMS

Solutions centering partnerships and processes to prevent and recapture food scraps to higher and better purposes including feeding people and returning nutrients to the land.

RECYCLING PROCESSING INNOVATION

Inventors working on advanced, novel technologies and materials to accelerate the circular economy through tackling hard issues with creative solutions.


ADVANCED MATERIALS & DESIGN

Entrepreneurs filling in critical gaps in the recycling supply chains by expanding collection, advancing processing capacity and supporting end market development.


15 TEAMS

 American Classic

 Harvest Nano


 Partridge Creek Farm


 Scrap Soils

 City of Ferndale

 Nion Metals

 Plastus

 Second Life Solar

 Duro-last Roofing

 Metro Food Rescue

 Post Rock (UMich)

 ZE Place

 Goodwill

 My Green Michigan

 SCOPS Coating

Teams represent participants from two NextCycle Michigan Innovation Challenge Tracks:



FOOD, LIQUIDS,
& ORGANIC
WASTE SYSTEMS



RECYCLING
INNOVATION
TECHNOLOGY



NEXTCYCLE
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TEAM SHOWCASE SPONSORSHIP OPPORTUNITIES

Award & Activity Sponsorships



WHY SPONSOR THE NEXTCYCLE MICHIGAN TEAM SHOWCASE?

- The journey of a NextCycle Michigan Team is one of support. Your sponsorship helps **accelerate projects** that will improve the state's circular economy (reuse, repair, recycling, composting).
- Your organization will have insights on Michigan projects that are ready for **investment** and **implementation**.
- **Demonstrate** your organization's **commitment** to building a robust and equitable circular economy.
- Sponsorship opportunities are designed to ensure **visibility** before, during, and after the event.

Now is the time to select a sponsorship with significant benefits that best aligns with your organization.

AWARD SPONSORSHIPS



FOOD WASTE

\$10,000

Award recognizes the team with the best pitch for the Food Waste pitch group based on value proposition, business model and financials, investibility, and Q&A as scored by the judging panel.

- One invitation to the judging panel
- Sponsor representative provide brief opening remarks
- Recognition on website, social media, and during event
- Presentation of award/photo-op during award ceremony



RECYCLING PROCESS INNOVATION

\$10,000

Award recognizes the team with the best pitch for the Recycling Process Innovation pitch group based on value proposition, business model and financials, investibility, and Q&A as scored by the judging panel.

- One invitation to the judging panel
- Sponsor representative provide brief opening remarks
- Recognition on website, social media, and during event
- Presentation of award/photo



ADVANCED MATERIALS & DESIGN

\$10,000

Award recognizes the team with the best pitch for the Advanced Materials & Design pitch group based on value proposition, business model and financials, investibility, and Q&A as scored by the judging panel.

- One invitation to the judging panel
- Sponsor representative provide brief opening remarks
- Recognition on website, social media, and during event
- Presentation of award/photo



PEOPLE'S CHOICE AWARD

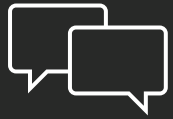
\$500

Award recognizes the team with the best pitch as identified by audience vote. **Three award opportunities available.**

- Recognition on website, social media, and during event
- Presentation/photo-op during award ceremony

Custom sponsorships also available | Sponsorship match available

ACTIVITY SPONSORSHIPS



NETWORKING RECEPTION

\$5,000

During the event, a networking session including light refreshments will provide an opportunity for attendees to network with teams, judges, NextCycle representatives and fellow attendees.

- Option for brief sponsor representative remarks
- Recognition on website, social media, and during event
- Ability to have signage or rollup banner (sponsor supplied) at reception



KEYNOTE SPEAKER

\$2,000

The keynote speaker will start off the event with a presentation focused on innovation, partnership, and equitable circular economies.

- Sponsor representative provide brief opening remarks
- Introduction of keynote speaker
- Recognition on website, social media, and during event



LUNCH

\$5,000

Lunch will provide an opportunity for deeper discussions with teams, judges, NextCycle representatives and fellow attendees.

- Sponsor representative provide brief opening remarks
- Recognition on website, social media, and during event
- Ability to have signage or rollup banner (sponsor supplied) at reception



COFFEE BREAK

\$1,000

A coffee break is scheduled during the event to allow a break

- Recognition on website, social media, and during event
- Ability to have signage or rollup banner (sponsor supplied) at break

	BEST FOOD WASTE PITCH AWARD: \$10,000	BEST RECYCLING PROCESS INNOVATION PITCH AWARD: \$10,000	BEST ADVANCED MATERIALS & DESIGN PITCH AWARD: \$10,000	PEOPLE'S CHOICE AWARD: \$500 (THREE OPPORTUNITIES)	NETWORKING RECEPTION: \$5,000	KEYNOTE SPEAKER: \$2,000	LUNCH: \$5,000	COFFEE BREAK: \$1,000
Brief Opening Remarks	X	X	X		X	X	X	
Judging Panel Seat	X	X	X					
Presentation of Awards at Ceremony	X	X	X	X				
Recognition on website, social media, and during event	X	X	X	X	X	X	X	X
Guaranteed Registration	3	3	3	1	2	1	2	1
Signage/ Banner at Event					X		X	X



NEXTCYCLE
M I C H I G A N

NEXTCYCLE SPONSORSHIPS ARE DIFFERENT

Design your sponsorship to be what you need and want. Custom sponsorships, awards, or in-kind donations are accepted. If you have a sponsorship idea or would like to discuss something unique, our team is happy to work with you.

For more information, please contact:

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