

VanDyk Mortgage Convention Center

Ballroom Naming Rights Opportunity

The City of Muskegon is seeking a naming rights partner for the main ballroom of the VanDyk Mortgage Convention Center. The facility opened in April 2021 and is well-positioned to serve as the top mid-sized convention center in Michigan. Numerous local, regional, and state-wide events have been held, and dozens of events are booked for the 2022 and 2023 seasons.

The Facility

The VanDyk Mortgage Convention Center is located in downtown Muskegon, and shares a direct internal connection to both the Mercy Health Arena and the Delta by Marriot. Pre-pandemic attendance to arena events exceeded 600,000 annually, and it is anticipated that Muskegon's growth over the past three years will cause that number to rise significantly as the pandemic's restrictions ease. The state-of-the-art \$24 million-dollar facility includes ballroom space, breakout space, pre-function space, and outdoor space. The facility covers more than 25,000 square feet.





The Ballroom

The main ballroom features 17,000 square feet of event space. The space is served by a number of airwalls that allow the ballroom to be divided into multiple smaller spaces – providing for many opportunities to accommodate events of varying size. The ballroom has a capacity in excess of 800 for seated meals, and in excess of 1,500 for seated presentations. The ballroom’s 30-foot ceiling height helps provide a grand experience for event participants. The ballroom hosts many of the community’s largest events and fundraisers, including Dancing with the Local Stars, the Home, Garden, and Boat Show, and many more.





Naming Rights

The ballroom naming rights partnership will consist of:

- Prominent display of the sponsor's name at each entry to the ballroom
- Prominent display of the sponsor's name on all wayfinding signage within the convention center
- Prominent display of the sponsor's name on all print materials referencing the ballroom
- Prominent display of the sponsor's name on all social media and website postings related to the ballroom and events held in the ballroom

Naming rights sponsorship costs:

We are seeking proposals from qualified sponsors with a minimum duration of ten (10) years and minimum recommended annual sponsorship fee of \$30,000.

Proposals can be sent via email to frank.peterson@shorelinecity.com no later than 3 PM on Monday, March 14, 2022. Note that the convention center and adjacent arena have other sponsorship opportunities that may be available should this opportunity not fit your needs.