

\$5,000

Annually

Pro-rated quarterly

All Traverse Connect investors are eligible to access a portfolio of business benefits:

- Legislative Advocacy
- Regional Economic Development
- Professional Development
- Business Enhancement Programs
- Business-to Business Networking
- Data Dashboard for Economic Development Goals

Traverse Connect
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EVENT & PROGRAM OPPORTUNITIES

- Four tickets to Annual Celebration
- Four tickets to Economic Outlook Luncheon
- Two tickets to:
 - Bully Pulpit
 - Northern Michigan Policy Conference
 - Economic Strategy Series (Three events/year)
 - Diversity, Equity, Inclusion & Belonging Summit
- Access to Leadership Roundtables (Standard charges apply)
- VIP-Invite only access to special events with elected officials and national business leaders
- Discounted event registration
- Early registration to Golf Outing, Economic Outlook Luncheon and Distinguished Service Award Luncheon
- Webinars
- Industry-specific forums
- Investor-only access to Leadership Grand Traverse program (Standard charges apply.)

ADVERTISING & SPONSORSHIPS

- \$500+ value package for digital advertising in Traverse Connect channels
- Discounted pricing for advertising on website
- and e-newsletters
- Access to Investor mailing list
- Access to event-specific advertising and program sponsorships

GOVERNANCE & RECOGNITION

- Access to open seats on the Traverse Connect Board of Directors
- Featured online directory listings for all businesses under the same ownership

STAY CONNECTED

- Annual subscription to the *Traverse City Business News*
- Subscription to e-newsletters:
 - Weekly Bulletin
 - TCYP News
 - Special alerts and updates
- Unlimited use of Traverse Connect *Blue Room* for meetings. (*Four-hour maximum per use*)

INVESTOR BENEFITS & PRIVILEGES

- ☑ Programs to grow family-sustaining careers
- ☑ Economic diversification that reduces industry risk
- ☑ Capital investment that increases local government tax base
- ☑ Government advocacy to improve & preserve our Northern Michigan quality of life
- ☑ Leadership signage at Traverse Connect offices
- ☑ Unlimited business listings and Network-level benefits for all businesses under the same ownership
- ☑ Listing in online directory:
 - Logos
 - Photos
 - Video
 - Business website link
 - Business social media links
- ☑ Work with Ambassadors to celebrate your opening, a new location or a significant milestone for your business
- ☑ Use of investor badge and window decal for your storefront, website and/or marketing materials
- ☑ Unlimited posting of press releases, job openings, and news items for your organization on TraverseConnect.com through your investor login
- ☑ Unlimited Certificates of Origin
- ☑ Access to Exclusive Health and Wellness products:
 - Accident Fund insurance plan - with annual dividends
 - New Directions Employee Assistance Program
 - Auto-Owners insurance discounts
 - HealthBridge program discounts (coming soon)
- ☑ Access to savings of 15-30% annually on office supplies through Office Depot
- ☑ Access to reach other investors through the Member-to-Member program through your investor login
- ☑ Referrals to investor businesses by Traverse Connect