

---

**\$500****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  
202 E. Grandview Pkwy.  
Traverse City, MI 49684

P: 231.947.5075

[www.traverseconnect.com](http://www.traverseconnect.com)

[info@traverseconnect.com](mailto:info@traverseconnect.com)

**EVENT & PROGRAM OPPORTUNITIES**

- Coffee Connection
- Cocktail Connection
- Discounted event registration
- Webinars
- Industry-specific forums
- Investor-only access to participate in the Leadership Grand Traverse program and Leadership Roundtables (standard charges apply)

**ADVERTISING & SPONSORSHIPS**

- Discounted pricing for advertising on website and e-newsletters

**RECOGNITION & BUSINESS ENHANCEMENT**

- Listing in online directory
  - Logos
  - Photos
  - Video
  - Business website link
  - Business social media links
  - Strong SEO features to help searchers find your business

**STAY INFORMED**

- Subscription to e-newsletters:
  - The Connection
  - TCYP News
  - Special alerts and updates

**MEETING SPACE**

- Use of Traverse Connect Blue Room for meetings four times per year. (*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
- ☑ Work with Ambassadors to celebrate your opening, a new location, or a significant milestone for your business with photos shared on social media
- ☑ Welcomes in The Connection and on social media to new investors
- ☑ 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
- ☑ Certificates of Origin (10 included per year/\$25 discounted rate for each additional request)
- ☑ Access to exclusive health and wellness products:
  - Accident Fund insurance plan - with annual dividends
  - New Directions Employee Assistance Program
  - Auto-Owners insurance discounts
- ☑ Access to savings of 15-30% annually on office supplies through Office Depot
- ☑ Access to savings of 10-20% annually on office supplies through Staples
- ☑ Access to reach other investors through the Member-to-Member program through your investor login
- ☑ Referrals to investor businesses by Traverse Connect staff and Ambassadors