
**\$10,500
Annually**

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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Traverse City, MI 49684

P: 231.947.5075

www.traverseconnect.com
info@traverseconnect.com

EVENT & PROGRAM OPPORTUNITIES

- Two tickets to the Economic Strategy Series (three-part series)
- One reserved table of eight to Annual Economic Summit
- Four tickets to Bully Pulpit
- Six tickets to the Northern Michigan Policy Conference & Annual Gala Celebration
- Seat at Leadership Roundtable
- Exclusive invitation-only events included:
 - Directors' Reception at Annual Celebration Gala
 - VIP-only-invite access to special events with elected officials and national business leaders
- Coffee Connection
- Cocktail Connection
- Discounted event registration
- Early registration to Golf Outing, Economic Outlook Luncheon and Distinguished Service Award Luncheon
- Webinars and industry forums
- Exclusive access to "Presenting Sponsor" event sponsorship
- Investor-only access to Leadership Grand Traverse program (standard charges apply)
- Grand Traverse Area Manufacturing Council membership and event access

ADVERTISING & SPONSORSHIPS

- \$3,900+ value package for digital advertising in Traverse Connect channels
- Discounted pricing for advertising on website and e-newsletters
- Special recognition on the Traverse Connect website
- Access to Investor mailing list

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

- Subscription to e-newsletters:
 - The Connection
 - TCYP News
 - Special alerts and updates
- Unlimited use of Traverse Connect Blue Room for meetings (*Four-hour maximum per use*)

INVESTOR BENEFITS & PRIVILEGES

- ☑ Michigan's Creative Coast talent attraction program:
 - [Job board](#) to help grow family-sustaining careers
 - Resumé Pack available twice per month - [additional signup required](#)
 - Northern Navigator ambassador program to welcome newcomers
 - Michigan's Creative Coast graphics and information for employers to use on company websites
- ☑ 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
- ☑ Unlimited business listings and Partner-level benefits for all businesses under the same ownership
- ☑ Listing in online directory with strong SEO features to help searchers find your business:
 - 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 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
- ☑ 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
- ☑ 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