
\$525
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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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

- ☑ 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
- ☑ 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