
\$1,080
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
202 E. Grandview Pkwy.
Traverse City, MI 49684

P: 231.947.5075

www.traverseconnect.com

info@traverseconnect.com

EVENT & PROGRAM OPPORTUNITIES

- Two tickets to Bully Pulpit
- Coffee Connection
- Cocktail Connection
- Discounted registration for events
- Webinars
- Industry-specific forums
- Investor-only access to participate in the Leadership Grand Traverse program and Leadership Roundtables. (standard charges apply)

ADVERTISING & SPONSORSHIPS

- \$300+ value package for digital advertising in Traverse Connect channels
- Discounted pricing for advertising on website
- Access to event-specific advertising and program sponsorships
- and e-newsletters

GOVERNANCE & RECOGNITION

- Access to open seats on the Traverse Connect Board of Directors
- Listing in online directory
 - Logos
 - Photos
 - Video
 - Business website link
- Business social media links
- Strong SEO features to help searchers find your business
- Featured online directory listings for two 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
- ☑ Two additional business listings and Network-level benefits for up to two businesses under the same ownership
- ☑ Work with Traverse Connect 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
- ☑ EverGROWTH Consulting discount
- ☑ Access to free Recovery-Friendly Workplace training
- ☑ Access to Traverse Bay Children's Advocacy Center's "Talk. Protect. Report" training
- ☑ 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