
\$555
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

- Monthly Investor Orientation
- Coffee Connection
- Cocktail Connection
- Discounted event registration
- Webinars
- Industry-specific forums
- Investor-only access to participate in the Leadership Grand Traverse program, Leadership Roundtables, and other professional development programs (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 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
- ☑ 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
 - Pine Rest Employee Assistance Program
 - Auto-Owners insurance discounts
- ☑ Discount on Trion Solution's administrative fee for payroll, benefits and HR administration
- ☑ Member-only rates for PMP Personnel's tailored staffing solutions
- ☑ 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