TRAVERSE CONNECT

EXECUTIVE INVESTORS

$1,145 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

EVENT & PROGRAM OPPORTUNITIES

- Two tickets to Agree to Disagree
- Monthly Investor Benefits Workshop
- Bi-Monthly Coffee Connection networking events
- Three Cocktail Connection networking events
- Discounted registration for events
- 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 and e-newsletters
- Access to event-specific advertising and program sponsorships

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*)

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TRAVERSE CONNECT

INVESTOR BENEFITS & PRIVILEGES

- ☑ Michigan's Creative Coast talent attraction program:
  - Job board to help grow family-sustaining careers
  - Weekly Resumé Pack - 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 a ribbon cutting event and 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
  - Pine Rest Employee Assistance Program
- ☑ 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