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# Value Investment Package

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## Why Invest?

The Lake Superior Community Partnership (LSCP) is Marquette County's leading resource for economic development. When you invest in the LSCP, you invest in Marquette County, stimulating our economy. With your investment, the LSCP is able to provide a wide variety of affordable and effective development services, facilitate access to funding programs, and provide and identify opportunities, solutions, and recommendations for growth to Marquette County businesses. The LSCP helps our partners make the connections that matter – between businesses, organizations, leaders and legislators, and provides a powerful legislative voice for programs and policies that strengthen our regional economy. With your investment, we can continue to facilitate conversations on talent needs, housing, and other emerging issues impacting economic development in the area. We value you as a potential and current investor in Marquette County and hope that we can count on your partnership moving forward to provide these services to the community, working towards a thriving future.



## Benefits included in any level investment

### Overall Assistance:

- Media assistance—send us your press releases, we will submit to local print, radio, online and television media
- FREE access to notary public
- Assistance with listing employment opportunities including our Job of the Week, Level UP, Working Here and #KeepUPWorking webpages
- Assistance with ribbon cuttings and groundbreaking ceremonies, we provide the supplies and write the press release

### Marketing:

- Eligible to create and send emails to over 2,500 recipients through our eblast program, emails or surveys included\*
- Participate in the LSCP “Key to the County” partner to partner benefit program
- LSCP “Proud to be a Partner” icon
- Business profile on [www.marquette.org](http://www.marquette.org)
- Business referrals exclusively for our partners
- Access to mailing labels for all partners\*
- Access to “Level UP”
- Free e-blast for any LSCP Partner that recruits a new partner.

- Share your story—New partners can submit a 1 minute intro video to share through eblasts and social media. Video assistance available.\*
- Women that WOW in the Workplace: stories through eblasts and social media.

### Events:

- Host a workshop or a lunch and learn, the LSCP will assist with marketing and the registration process\*
- Eligible to host virtual or in-person Business After Hours\*
- Eligible to host webinars on LSCP platforms. The LSCP will assist with webinar management, marketing and the registration process\*

### Discounts:

- Small Business Association of Michigan Strategic Partnership Benefits and U.S. Chamber of Commerce Federation Partnership Benefits
- Office supplies purchased from ODP.com
- Lake Superior Leadership Academy (\$200)
- NMU Fall Fest
- Golf Outing, Annual Dinner and more
- Possible Auto, workers compensation and/or business insurance (check with your insurance provider on programs)

*\*Additional fee*

## Investment Levels

### Superior Partner (\$5,600+)

**300 employees or fewer**

- Twelve (12) hours of project based assistance
- Ten (10) hours of administrative assistance
- Four (4) conference room rentals
- Business Profile w/ four (4) categories, logo, website link, social media links, video, photos, interactive map, expanded business description, hours of operation and driving directions - priority listing
- Unlimited Economic Modeling Specialists reports
- Six (6) business represented
- Two (2) golfers in Golf Outing
- Two (2) tickets to Annual Dinner
- Three (3) free eblasts
- Free lunch and learn event management
- Rotating logo on [www.marquette.org](http://www.marquette.org)
- Logo in annual report
- Exclusive legislative reception and event invitation
- New Partner Bonus

### Premium Partner (\$3,090)

**200 employees or fewer**

- Twelve (12) hours of project based assistance
- One (1) conference room rental
- Business Profile w/ four (4) categories, logo, website link, social media links, video, photos, interactive map, expanded business description, hours of operation and driving directions - priority listing
- Unlimited Economic Modeling Specialists reports
- Four (4) business represented
- One (1) golfer in Annual Golf Outing
- One (1) ticket to Annual Dinner
- Two (2) free eblasts
- Free lunch and learn event management
- Registration management for one (1) event up to fifty (50) people
- New Partner Bonus

# Investment Levels

## **Investing Partner (\$1,490)**

**100 employees or fewer**

- Twelve (12) hours of project based assistance
- One (1) conference room rental
- Business Profile w/ three (3) categories, logo, website link, social media links, video, photos, interactive map, expanded business description, hours of operation and driving directions - priority listing
- Unlimited Economic Modeling Specialists reports
- Two (2) business represented
- One (1) free eblast
- Free lunch and learn event management
- Registration management for one (1) event up to fifty (50) people
- New partner bonus

## **Executive Partner (\$900)**

**75 employees or fewer**

- Ten (10) hours of project based assistance
- Business Profile w/ two (2) categories, logo, website link, social media links, video, photos, interactive map, expanded business description, hours of operation and driving directions - priority listing
- Access to two (2) Economic Modeling Specialists reports
- One (1) free eblast
- Free lunch and learn event management
- Registration management for one (1) event up to fifty (50) people
- New partner bonus

## **Business Partner (\$690)**

**50 employees or fewer**

- Six (6) hours of project based assistance
- Business Profile w/ two (2) categories, logo, website link, social media links, video, photos, interactive map, expanded business description, hours of operation and driving directions
- Access to two (2) Economic Modeling Specialists report
- Free lunch and learn event management

## **Partner (\$360)**

**25 employees or fewer**

- Business Profile w/ one (1) category, website link, brief business description, hours of operation and driving directions
- Access to one (1) Economic Modeling Specialists report

## New Partner Bonus

### (Investment level of \$900 or higher with first year paid in full)

- Recognition as a new partner on the LSCP website
- 60 - 70 second news feature on **ABC10**
  - Contact Jeff Harju at jharju@up.net
- Free marketing consultation from **WLUC-TV6**
  - Contact Kara Damm at kdamm@wluctv6.com
- Discounted advertising tailor to your business needs with **Radio Results Network**
  - \$1,000 radio marketing package for \$250
  - Free marketing consultation
  - Contact Jesse Huff at jhuff@radioresultsnetwork.com
- A week of Free TV Advertising with a Marketing Consultation from **WZMQ TV19**
  - Contact Mark Nebel at MNebel@wzmq19.com

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## Thank You Superior Partners!



NORTHERN MICHIGAN  
UNIVERSITY



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## Thank You Premium Partners

ATC  
Breneman Advisors  
Champion, Inc.  
Envoy Air, Inc.  
JM Longyear  
Marquette Alger RESA

Marquette Board of Light & Power  
Range Bank  
SEMCO ENERGY Gas Company  
TriMedia Environmental & Engineering Services  
UP Health System - Bell  
Upper Peninsula Power Company



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