

# NEW PARTNER BONUS!

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

- Recognition as a new partner on marquette.org
- 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
- WZMQ-TV 19, Marquette's CBS and MeTV station, offers new members:
  - A free "media consultation" designed to introduce your business to consumers
  - Collaboration to design a compelling message for television and digital users specific to your needs and enhancing your company's brand generating new business
  - A 50% discount on your first advertising schedule placed on WZMQ-TV or WZMQ Digital
  - Free production of your first commercial to run on WZMQ for any schedule with a value of \$500 or more



LAKE SUPERIOR COMMUNITY  
**PARTNERSHIP**

## INVESTMENT PACKAGE

### THANK YOU SUPERIOR PARTNERS!



The Lake Superior Community Partnership (LSCP) is Marquette County's leading resource for economic development. 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.

The Lake Superior Community Partnership seeks to advance local and regional economic prosperity through connections, dialogue, subject matter and affordable services. While all programs operate under the LSCP, the divisions below highlight our impact and customize our efforts to meet the needs of our valued partners more effectively.

### THANK YOU PREMIUM PARTNERS!

SEMCO Energy  
UP Health System - Bell  
Marquette Alger RESA  
Chocolay Township  
JM Longyear  
Marquette Board of Light & Power

TriMedia Environmental &  
Engineering Services  
Upper Peninsula Power Company  
Champion  
Range Bank  
Breneman Advisors



101 W. Washington Street, Suite 10, Marquette, MI 49855 | (906)226.6591 | marquette.org

Updated 10.30.24

#### LSCL PARTNER BENEFITS

##### ECONOMIC ALLIANCE

Identifies and removes barriers to additional economic growth. Programming and projects under this division tend to be more complex, longer-term, and behind the scenes, such as housing, air service, childcare, etc.

##### BUSINESS NETWORK

Offers a full suite of services to elevate the business community throughout Marquette County ranging from promotions support to networking and educational opportunities.

## BENEFITS INCLUDED AT ANY LEVEL

### 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, #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
- Business referrals exclusively for our partners
- Access to mailing labels for all partners\*
- Free e-blast for any LSCP Partner that recruits a new partner.

### Events

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

### 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

*\*additional fee*

## ECONOMIC ALLIANCE AND BUSINESS NETWORK INVESTMENT LEVELS

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

- Business Profile with 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
- Strengthen your organization's culture while making a meaningful impact in the community, Join the movement and make a positive impact with you business and the community by volunteering through Yoopers United.
- 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 marquette.org
- Logo in annual report
- Exclusive legislative reception and event invitation
- New Partner Bonus

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

- Business Profile with 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
- Strengthen your organization's culture while making a meaningful impact in the community. Join the movement and make a positive impact with you business and the community by volunteering through Yoopers United.
- 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

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

- Business Profile with 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
- Strengthen your organization's culture while making a meaningful impact in the community, Join the movement and make a positive impact with you business and the community by volunteering through Yoopers United.
- 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

## BUSINESS NETWORK INVESTMENT LEVELS

### Executive Partner (\$900)

- Business Profile with 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)

- Business Profile with 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)

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