



# LSCP PARTNER MARKETING RESOURCE GUIDE

LSCP Partners receive many benefits. In this resource guide we breakdown the marketing assistance that is available to you.

## MARKETING

### Key to the County

The LSCP “Key to the County” program is an incentive to shop locally and for partners to do business with other LSCP partners. This program is one way to support the local marketplace. It is a tangible way for LSCP partners to maximize their investment by attracting new customers to their place of business, without spending additional advertising dollars. Plus, this is a no-cost employee benefit that you can provide to those who work for you!



### Email Blast Service

Email blasts are one of the most popular benefits and are a great way to advertise an event, promotion or even job opening within your company. Email blasts are a quick and easy way to reach over 2,400 people.

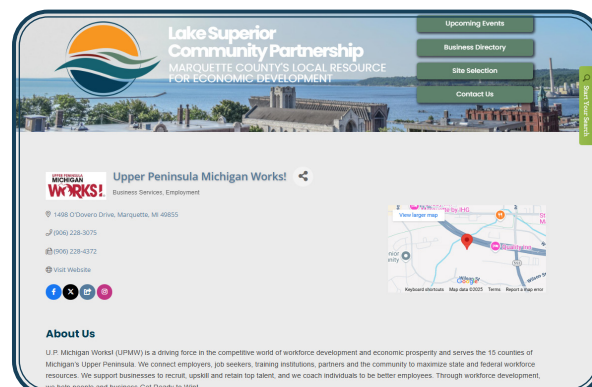
### Access to Mailing Labels

Partners can take advantage of purchasing mailing labels. We can print our partner listing on labels for a fee of \$100.

**Media Assistance** - Send us your press releases, we will submit to local print, radio, online and television media. If you need assistance writing the press release, let us know.

### Website Listing

Anyone, at any time, can access your business online at marquette.org by visiting our online business directory. As a partner, your business can be searched by business name or category.





## Referrals

The LSCP refers inquiries to your business every time they ask for your category! The office receives thousands of phone calls, emails and drop-ins each year and we always refer to our partners.

## Social Media

The LSCP gets connected! Subscribe to our blog and social media profiles on Facebook, LinkedIn, and Instagram for the latest news and views from the LSCP.

# NETWORKING/LEADERSHIP

## Business After Hours

Business After Hours is a casual networking opportunity that's held at some of Marquette County's most interesting locations. Inexpensive and informal, these early evening events are ideal for meeting fellow professionals face-to-face and establishing long-lasting business relationships.

If you are interested in hosting a Business After Hours reach out to our Marketing team.

## Connect Marquette

Connect Marquette was created in collaboration with LSCP. They are a professional development organization designed to engage and introduce young professionals to the county's business community and help them expand their networking opportunities. Visit [connectmqt.org](http://connectmqt.org) for info on joining and upcoming events.

## Committee Participation

Why not build working relationships with other volunteers while also helping the LSCP accomplish its strategic initiatives to enhance our region's business environment? Participation on a LSCP committee is great exposure for a small business. Committee involvement allows you to network, be recognized at events, learn of sponsorship and business/project exposure opportunities first and develop leadership skills. Meeting dates/times vary. For a list of committees and boards, please visit [marquette.org](http://marquette.org).





# Lake Superior Leadership Academy

## Lake Superior Leadership Academy

Started in 1999, this county-wide program was created to expand the knowledge base and business network of our area's future leaders. The Academy begins in September with a retreat followed by nine full day sessions once per month. Each session focuses on a particular aspect of our area, including arts & culture, government, health & human services, regional economy, justice, leadership development, media and education. Participants are exposed to the changes that face our area as well as the wealth of resources that exist for its citizens. The result is a pool of well-informed potential leaders that have a good understanding of how our county works. Contact Ashley at [ashley@marquette.org](mailto:ashley@marquette.org) for more information.



## EVENT EXPOSURE

### Annual Dinner

The LSCP holds a dinner annually in the spring. The event always follows a theme. Past themes include: Built to Last, The Great Outdoors, Mardi Gras, Rolling out the Red Carpet and The Great '80s. The dinner features a silent auction, raffles, drinks, fabulous food, Distinguished Service Award presentations and plenty of fun and networking for everyone!

Sponsorships are available so don't miss your chance to advertise your business at the LSCP's premier event of the year which serves as the main fundraiser for economic development.

### Golf Outing

Sign yourself or a team up for the annual LSCP Golf Outing. This is scramble-style tournament, exclusively located at the Greywalls Golf course, provides fun for all featuring driving and putting contests, hole-in-one prizes, lunch and a post golf social.

Not a golfer? Not a problem! We have many sponsorship and volunteer opportunities available, so if you want to mix and mingle with players and volunteers, contact our office to sign up. You will meet other LSCP partners while helping with registration or manning a hole.

### Fall Fest at NMU

Fall Fest is coordinated by the LSCP and the NMU Center for Student Enrichment. It is held on the campus of NMU every year on the first day of classes. It is a great opportunity for businesses to showcase their products and/or services to students and faculty.



# Contact us!



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Marketing  
 Strategy



Advertising



Signage & Print



Website



Graphic Design



Video Design

- 906 Technologies**  
 906.226.2906  
 906technologies.com
- Bennett Media Group**  
 906.235.0001  
 bennettmediagroup.com
- Buzz Advertising Agency**  
 906.371.0062  
 buzzadvertisingagency.com
- La Dolce Video & Design**  
 906.226.6200  
 ladolce.pro
- mediaBrew Communications**  
 906.228.6800  
 mediabrewup.com
- My U.P. Now**  
 906.273.2533  
 myupnow.com
- Pride Printing**  
 906.228.8182  
 prideprintingonline.com
- Radio Results Network**  
 906.228.9700  
 radioresultsnetwork.com
- Signs Now**  
 906.228.2828  
 signsnow.com/marquette
- Siren**  
 248.654.7022  
 sirenstrategy.co
- U.P. Marketing Department, Inc.**  
 906.483.2000  
 marketingdepartmentinc.com
- WLUC-TV6**  
 906.475.4161  
 uppermichiganssource.com

	Marketing Strategy	Advertising	Signage & Print	Website	Graphic Design	Video Design
906 Technologies				✓		
Bennett Media Group	✓	✓		✓	✓	✓
Buzz Advertising Agency	✓	✓	✓		✓	✓
La Dolce Video & Design	✓			✓	✓	✓
mediaBrew Communications	✓	✓			✓	
My U.P. Now		✓				
Pride Printing			✓			
Radio Results Network		✓				
Signs Now			✓			
Siren		✓				
U.P. Marketing Department, Inc.	✓			✓	✓	✓
WLUC-TV6		✓				✓

## Lake Superior Community Partnership

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Check us out on social media!

