

Underwriter Opportunities

By partnering with the Family Business Alliance, you have the opportunity to:

- Demonstrate your support of family-owned businesses
- Increase your visibility in the family business community
- Build and strengthen relationships with other prominent members of the community
- Share valuable expertise around family business

UNDERWRITER LEVELS

Bronze Underwriter {\$1,000}

- Name on Member Roster as an Underwriter
- Listed on www.FBAgr.org
- Listed on the Preferred Speakers List
- Unlimited half-price guest tickets to all FBA events
- One ticket to all FBA workshops
- One ticket to the Annual Family Business Forum

Silver Underwriter {\$2,500}

- Includes benefits of Bronze Underwriter
- Two tickets to all FBA workshops (one employee, one family business guest)
- Two tickets to the Annual Family Business Forum (one employee, one family business guest)
- Silver-level recognition on all FBA event materials (based on space availability)

Gold Underwriter {\$5,000}

Limited by Industry Exclusivity

- Includes benefits of Bronze Underwriter
- Four tickets to all FBA workshops (two employees, two family business guests)
- Four tickets to the Annual Family Business Forum (two employees, two family business guests)
- Logo, link, and short paragraph on underwriter page on www.FBAgr.org
- Gold-level recognition (includes listing logo) on all FBA communication materials, listed on FBA letterhead and podium announcement

Platinum Underwriter {\$10,000}

Limited to three businesses and Industry Exclusivity

- Includes benefits of Bronze Underwriter
- Eight tickets to all FBA workshops (four employees, four family business guests)
- Eight tickets to the Annual Family Business Forum (four employees, four family business guests)
- Logo, link, and short paragraph on underwriter page on www.FBAgr.org
- Platinum-level recognition (includes prominent logo) on all FBA communication materials, listed on FBA letterhead and podium announcement/signage, and VIP table at FBA workshop

BECOME A FAMILY BUSINESS ALLIANCE UNDERWRITER

For more information or to partner with the Family Business Alliance as an underwriter, please call 616.331.6827 or email FBA@gvsu.edu

Mailing Address: Family Business Alliance, 111 Pearl St. NW, Grand Rapids, MI 49503