

2021

UNDERWRITER PROGRAM



328
ATTENDEES AT
OUR EVENTS A YEAR



405

ENGAGED MEMBER
REPRESENTATIVES



116

INDIVIDUALS PARTICIPATED IN
ONE OF OUR WORKSHOPS

778



EMAIL SUBSCRIBERS

250 MONROE AVE
SUITE #150
GRAND RAPIDS, MI 49503
616.771.0577
FBAGR.ORG



- Attend Events with Family Business Community
- Lead Educational Workshops (Silver and Above)
- Share written editorial content
- Participate in podcast Interviews demonstrating expertise and highlighting services
- Promote your educational events in our newsletters
- Demonstrate your support for family-owned businesses
- Build and strengthen relationships with prominent members of the community

BRONZE UNDERWRITER {\$1,000}

- Listed on FBA Underwriter website page with a link back to your website
- Listed on the Peer Group Preferred Speakers List
- Unlimited half-price guest tickets to all FBA public events
- 1 Ticket to all FBA Quarterly events, including the Annual Family Business Forum

SILVER UNDERWRITER {\$2,500}

- Bronze Underwriter benefits, plus
- 2 Tickets to all FBA Quarterly events, including Annual Family Business Forum (1 employee and 1 family business guest)
- Level Recognition on all FBA event materials (based on availability)

GOLD UNDERWRITER {\$5,000} **LIMITED BY INDUSTRY EXCLUSIVITY**

- Bronze Underwriter benefits, plus
- 4 Tickets to all FBA Quarterly events, including Annual Family Business Forum (2 employees and 2 family business guests)
- Logo, link, and company description on FBA Underwriter website page
- Gold Level Recognition on all FBA event materials including logo on all FBA materials

PLATINUM UNDERWRITER {\$10,000} **LIMITED TO THREE BUSINESSES AND INDUSTRY EXCLUSIVITY**

- Bronze Underwriter benefits, plus
- 8 Tickets to all FBA Quarterly events, including Annual Family Business Forum (4 employees and 4 family business guests)
- Logo, link, and company description on FBA Underwriter website page
- Platinum Level Recognition on all FBA event materials including prominent logo on all FBA materials
- Podium Announcement
- Logo on event signage and VIP Table at FBA Public Events