

2020 ANNUAL UNDERWRITER OPPORTUNITIES

Why Become a Family Business Alliance Underwriter?

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

- Attend FBA events with the family business community
- Lead educational workshops on relevant family business topics to 15-50 members (as available)
- Write educational articles for our Friday newsletter, blog, and the Grand Rapids Business Journal
- Participate in podcast interviews highlighting your services to family businesses
- Promote your educational programs in our Friday newsletter
- Demonstrate your support of family-owned businesses
- Build and strengthen relationships with prominent members of the community

Underwriter Levels and Benefits:

BRONZE UNDERWRITER {\$1,000}

- Listed on Underwriter page at www.FBAgr.org with a link back to your website
- Listed on the Preferred Speakers List for our Next Gen and Now Gen Peer Groups
- Unlimited half-price guest tickets to all FBA public events
- One ticket to all FBA Quarterly events, including the Annual Family Business Forum

SILVER UNDERWRITER {\$2,500}

- Includes benefits of Bronze Underwriter benefits, plus:
- Total of 2 tickets to all FBA Quarterly events, including 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 benefits plus:
- Total of 4 tickets to all FBA Quarterly events, including the Annual Family Business Forum (two employees, two family business guests)
- Logo, link and short paragraph on underwriter page at www.FBAgr.org
- Gold-level recognition (including listing logo) on FBA communication materials

PLATINUM UNDERWRITER {\$10,000} - Limited to Three Businesses and Industry Exclusivity

- Includes Bronze Underwriter benefits plus:
- Total of 8 tickets to all FBA quarterly events, including 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 FBA communication materials,
- Podium announcement
- Logo on event signage and VIP table at FBA public events

For more information or to become a partner with the Family Business Alliance as an underwriter, please contact Diana Schad at call (616) 648-9460 or email Diana@FBAgr.org.

