



2023

UNDERWRITER PROGRAM

165

MEMBER
ORGANIZATIONS

514

YEARLY
ATTENDANCE

2923

EMAIL
SUBSCRIBERS

7766

YEARLY
WEBSITE VISITORS

2962

SOCIAL MEDIA
FOLLOWERS

Robin Burns | Director
250 Monroe Avenue, Suite 150
Grand Rapids, MI 49503
616.771.0575

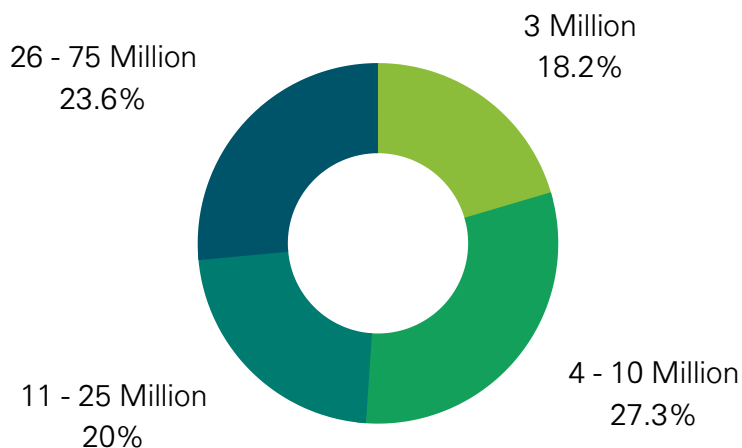
TOGETHER WE

Advance Family Business in West Michigan

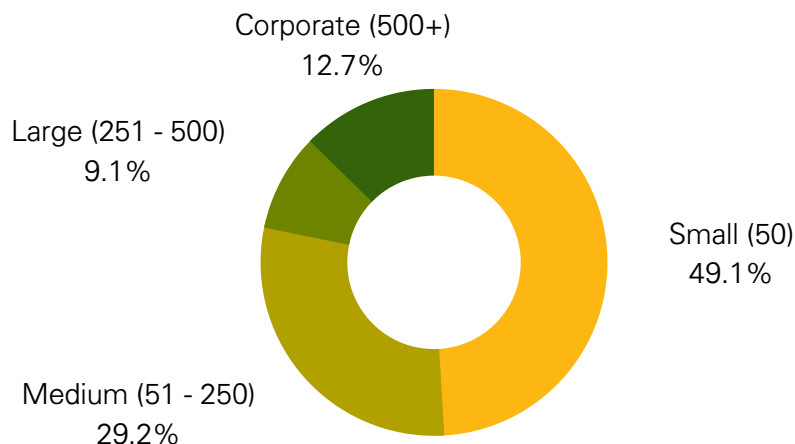
Established in 2006 in partnership with the Grand Rapids Chamber and Grand Valley State University and re-organized in 2018 as a 501(c)(6) within the Grand Rapids Chamber, Family Business Alliance serves to advance family businesses in our community. We offer programs, events, and peer group forums to help families navigate governance, elevate leadership, and create connections. The West Michigan community benefits greatly from a thriving family business culture. Together, we can serve to ensure that this culture continues to grow and succeed in West Michigan.

DEMOGRAPHICS

Member Revenue



Member Employee Size



95% Member Retention Rate
58% Participate in Peer Forums

Industry Segments

52% Manufacturing Industry
19% Business & Professional
11% Construction

UNDERWRITER LEVELS

Demonstrate your support of family-owned businesses while you create connections in the community.

	PLATINUM* \$10,000	GOLD** \$5,000	SILVER \$3,000	BRONZE \$1,500
COMPLIMENTARY TICKET(S) FOR QUARTERLY EVENTS	8	4	2	1
PODIUM ANNOUNCEMENT AT EVENT	✓			
LEVEL RECOGNITION SIGNAGE WITH LOGO DISPLAY AT EVENTS	✓			
ORGANIZATION SHOWCASED ON WEBSITE WITH LOGO, LINK, AND DESCRIPTION	✓	✓		
ORGANIZATION SHOWCASED ON WEBSITE & MATERIALS			LOGO	NAME
ABILITY TO HOST EDUCATIONAL WORKSHOPS	✓	✓	✓	
RECORDED VIRTUAL WEBINAR(S)	8	4	2	1
PEER GROUP SPEAKERS BUREAU	✓	✓	✓	✓
FEATURE IN MEMBER RECOMMENDED ADVISOR LISTING	✓	✓	✓	✓
EDUCATIONAL CONTENT & EVENTS FEATURED IN NEWSLETTERS	✓	✓	✓	✓

*The Platinum Level Guarantees Exclusivity by Industry / ** Gold limited to 6 Providers (not industry exclusive)

To secure an underwriter level, contact robin@fbagr.org.

2023 AGREEMENT

Thank you for joining us to serve and create an impact for the
West Michigan Family Business Community.

☐

PLATINUM UNDERWRITER \$10,000 INCLUDES BENEFITS AND
INDUSTRY EXCLUSIVITY

☐

GOLD UNDERWRITER \$ 5,000 INCLUDES BENEFITS AND IS LIMITED
TO ONLY 6 PROVIDERS A YEAR; GUARANTEES RIGHT OF RENEWAL

☐

SILVER UNDERWRITER \$3,000 INCLUDES BENEFITS

☐

BRONZE UNDERWRITER \$1,500 INCLUDES BENEFITS

Contact Information

Company Name

Contact Name

Email

Phone

Street Address

City

State

Zip

Payment Information

Effective Date: January 1, 2023 - December 31, 2023

Payment Due: January 14, 2023

☐

Invoice Me

☐

Check (made payable to Family Business Alliance)

☐

Credit Card

Card No.

Name on Card

Signature

CVV

EXP Date