



305C DeVos Center • 401 W. Fulton Street  
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...helping family businesses  
*SUCCEED*  
generation to generation...

#### Alliance Partners:



#### Alliance Underwriter:



# Become an Alliance Underwriter!

## Opportunities for Businesses Serving Family-Owned Firms

### Overview

The Family Business Alliance is a unique model of cross-sector cooperation that draws the best from research, expertise, practice and networking for the benefit of family-owned businesses located in Western Michigan.

A collaboration between the Grand Rapids Area Chamber of Commerce, the Family Owned Business Institute of Seidman College of Business, Grand Valley State University, it is funded by family-owned business members and **service provider underwriters**. The Alliance offers the annual Family Business Forum and quarterly workshops, one-to-one peer mentoring, small group intensives and networking opportunities free to its members. Underwriters may attend the annual forum and quarterly workshops free. See our Benefits of Underwriting chart for details.

### Why become a Family Business Alliance Underwriter?

Family firms comprise 80% to 90% of all business enterprises in North America, contribute 64% of the GDP, and employ 62% of the U.S. workforce.<sup>1</sup> Leaders in job creation, innovation, and in providing stable employment opportunities, family-owned businesses tend to think and act strategically over the long term, act in a responsible, ethical manner with customers, employees, and the community, and spearhead community philanthropic activities. They are specialists in building, maintaining, and managing a core culture of values.

Yet, two-thirds of all family-owned businesses will not survive into the second generation. Only 12% percent will still be viable into the third generation, and only 3% of all family businesses will be operating at the fourth-generation level and beyond.<sup>2</sup> **Your generous donation** helps keep Alliance membership affordable for most family-owned businesses, while promoting quality programming. Becoming an Alliance sponsor offers you the opportunity to:

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

### Based on the underwriting level, Family Business Alliance Underwriters can receive:

- Free tickets for each Alliance workshop and the Annual Family Business Forum
- Opportunities to participate at Alliance events
- Access to the Alliance mailing list (as one use mailing labels)
- Name inclusion on various Alliance print and electronic communications
- Recognition at events

See our Benefits of Underwriting chart for details.

Questions? Contact Mary Novello, 616.331.6827 or [Mary\\_Novello@gvsu.edu](mailto:Mary_Novello@gvsu.edu).

1. (J.H. Astrachan and M.C. Shanker, "Family Businesses' Contribution to the U.S. Economy: A Closer Look," *Family Business Review*, September 2003)  
2. (Joseph Astrachan, Ph.D., editor, *Family Business Review*)

Benefit	Sponsorship Levels				
	General Donor \$1 to \$999	Bronze Underwriter \$1,000	Silver Underwriter \$2,500	Gold Underwriter \$5,000 Limited to 4 Businesses	Exclusive Platinum Underwriter \$10,000 Limited to 1 Business
Name on donor list.	x	x	x	x	x
Opportunity to present information about your family business products to FBA Board, Committees and/or volunteers (not a solicitation to members).	<i>New Benefit</i>	Annually	Annually	Twice a year	Twice a year
Free admission to all Alliance workshops + unlimited @ ½ price ( 60+ attendees expected)		1 person free	2 person free	4 people free	8 people free
Free admission to Family Business Forum + unlimited @ ½ price (100+ attendees expected)		1 person free	2 persons free	4 people free	1 corporate table free
Listed on <a href="http://www.FBAGR.org">www.FBAGR.org</a>		Listed on underwriters page	Link and listed on underwriters page	Logo, link and short paragraph on underwriters page	Logo and link on all pages; short paragraph on underwriters page
“This FBA project* (see list below) underwritten in part by...” on project materials, promos and project web page if available.		Underwriter selects one FBA project* per year. Multiple underwriters may be listed per project.	Underwriter selects one FBA project* per year. Multiple underwriters may be listed per project.	<i>N/A – see Exclusive Gold Level recognition at one workshop on Page 2</i>	Exclusive Platinum Level recognition
Display table at workshops for materials		At one workshop/year	At 2 workshops/year	At all workshops	At all workshops and Annual Forum

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Listed on other Alliance print communications including newsletters, brochures, and event programs, as space allows			Name (first to be dropped if space is a problem)	Logo	Prominent Logo
Listed on Alliance Letterhead				x	x
“This workshop underwritten in part by ....” (table tents and podium announcement)				Exclusive Gold Level recognition at one workshop	Exclusive Platinum Level recognition at all workshops
Introduces one Workshop Presenter(s)				At one workshop (in conjunction with above)	N/A
1-Use Mailing Labels				Annually	Twice Annually
“This Annual Family Business Forum underwritten in part by...” (table tent, signage and podium announcement)					Exclusive
Introduces Keynoter at Annual Family Business Forum					Exclusive
Listed on Alliance email					Prominent Logo or Link
Podium signage at Workshops and Annual Family Business Forum					Exclusive

\* FBA Projects available for Silver and Bronze Underwriting:

1. Next Generation Peer + groups (no direct access for underwriters to group members, see “Opportunity to present...”, above)
2. Executive Partners Advisors (no direct access for underwriters to mentees, see “Opportunity to present...”, above)
3. “FOB Facts” – web content
4. Boardroom Chats beginning April, 2009 (no direct access for underwriters to attendees , see “Opportunity to present...”, above)