



P.O. Box 843 | Highland, MI 48357

October 11, 2017

Dear Business Owner:

You can give your business card to many people and network anywhere. But, does it result in more and better business? The HWLBA isn't about giving your cards to hundreds of people; it's about creating connections that grow your business and help you become more effective.

To be sustainable you need to maintain relationships with people. The **community impact** of your **business** relates to social sustainability. We provide opportunities for you to connect with other members, the community and business resources to sustain and grow your business. Here are some highlights:

- Provided over 30 business building opportunities to network and receive referrals
- Offered free (and low cost) Professional Development, for you and your staff at our Lunch & Learns and TGIF Coffee
- Developed stronger ties in the community through our involvement with our Highland Community Prayer Breakfast, Money Camp, awarded \$3,000 in scholarships to Huron Valley Schools' students, sponsored various community events and through our involvement in the Highland Community Round Table.
- Provided exclusive advertising discounts with the Spinal Column and Monthly Shopper
- Grew our Women In Business/Leaders in Business events utilizing members to bring their businesses and skills to the forefront with member and non-member participants.

Enclosed is your invoice for membership renewal and sponsorship packages. Take advantage of our discount for early renewal--it's a \$25 savings. You may renew online at www.hwlba.com. Get involved. Now is the time. Consider becoming an HWLBA sponsor. Sponsorship is a great way to bring your business to every meeting. It works. Sponsorship is automatic attendance and visibility at every meeting.

We want **you** to be a part of growing & strengthening businesses and *OUR* community.

Sincerely,

Suzanne Gabli

Suzanne Gabli
Owner and Executive Director, Building Blocks Preschool
HWLBA President

Enclosures



HWLBA Member Benefits & Discounts



Use of our Bulk Rate Permit

Save the permit costs and the added savings of the mailing.



15% discount on Pools & Fitness Memberships for members and their employees

SpinalColumn

Advertise with any of the Spinal Column papers and receive a 5% discount.



Advertise with the Monthly Shopper and receive the 12 month rate regardless of the number of times



10 Reasons to Join the HWLBA

1. Instant credibility for belonging to an association that has been promoting local business for over 40 years.
2. Strength of referrals - members look to members first when selecting who they do business with - and our members refer you to others. As we meet and network, it's not unusual to see our members exchanging business cards or making solid referrals.
3. Customizable online directory listing that will take users right to your webpage with a simple click. Our directory can act as a "stop-gap" if you don't have a website yet. If you already have a website, this is one more search engine to help others find your site. In addition, you may select as many category listings as you like to meet your needs. You can add coupons, expand information, update or change information...the options are endless.
4. Exclusive opportunity to host an event which will promote and raise awareness of your business - bringing the membership to you! We host 28+ events annually. The awareness of your location and capabilities is priceless.
5. Make new contacts at over 30 networking events annually. Our events are well attended and our attendees are diverse. But the best part of our organization is you feel welcome right away.
6. Use of our bulk mail permit. This one benefit is worth over \$425.
7. Access to member-only discounts and services including advertising with the Monthly Shopper and the Spinal Column and membership discounts at the Huron Valley Pools & Fitness.
8. Opportunities for growth professionally and individually. We try to incorporate professional development into all our events. And because you are joining as a business or community partner - all your employees can benefit from our professional development.



HWLBA

2018 Sponsorship Packages

Sponsorships are in addition to your membership dues.

Sponsorships are only available to 2018 members in good standing.

Each package includes these great benefits:

- Company Logo on HWLBA Website Sponsorship Page
- Sponsorship Recognition at all lunches and coffees
- Acknowledgement on the HWLBA 2018 On-line Directory

Platinum Sponsor \$1,000

Full page Directory Ad (valued at \$400)*
8 tickets to Laughs at the Legion (full table) or 10 tickets for Luncheon (valued at \$160)
Platinum Corporate Sponsor of Laughs at the Legion (valued at \$200)
Yearlong link on emails (valued at \$400)
Sponsor of all our events including mixers, WIB and Leaders in Business
Highland Welcome Bag sponsor (valued at \$50)
HWLBA Canvas Bag sponsor (\$50)

Gold Sponsor \$500

½ page Directory Ad (valued at \$200)*
6 tickets to Laughs at the Legion or 8 tickets for Luncheons (valued at \$120)
Yearlong link on emails (valued at \$300)
Gold Corporate Sponsor of Laughs at the Legion (valued at \$100)
Sponsor of all our events including mixers, WIB and Leaders in Business

Silver Sponsor \$300

¼ page Directory Ad (valued at \$150)*
4 tickets to Laughs at the Legion or 5 tickets for Luncheons (valued at \$75)
Silver Corporate Sponsor of Laughs at the Legion (\$75)

Bronze Sponsor - \$175

1/8 page Directory Ad (value of \$100)*
2 tickets to Laughs at the Legion or 2 tickets for Luncheon (valued at \$30)

Al a Cart

Mixer—\$250
Luncheon \$150
Laughs Event \$250
Email blast to our mail list \$35
Directory Ad – ⅛ Page Ad \$100, ¼ Page Ad \$150, ½ Page Ad \$200, Full Page Ad \$400*
Highland Welcome Bag sponsor—\$35—\$50 depending on plate costs
HWLBA canvas bag sponsor—\$50—\$100 depending on plate costs

**All ad artwork to be supplied by member. Artwork design can be produced at an additional cost.*