



2024 PARTNERSHIPS

We are excited to present an exclusive opportunity for your organization to expand it's partnership with Central Michigan University Research Corporation (CMURC), a leading Entrepreneurial Support Organization (ESO) that fosters innovation, entrepreneurship, and growth. With a proven track record of assisting businesses at every stage of their journey, CMURC provides coworking spaces, off-site meeting facilities, and accelerator programs meticulously crafted to drive success.



Welcome

ERIN STRANG

President + CEO

Welcome to the future of innovation!

At CMURC, we recognize the paramount importance of creativity and collaboration. It is with great excitement that we present this proposal, outlining a strategic partnership designed to empower emerging businesses, share knowledge, and cultivate a thriving ecosystem of growth.



It is through the tireless efforts of our board of directors that CMURC is able to meet the needs of our thriving entrepreneurial community in our region.



Robert O. Davies, PhD
Central Michigan University
President



Toby Roth
Central Michigan University
Associate VP, Gov't + External Relations



Mary Hill
Central Michigan University
VP, Financial Services + CFO



David Ford
Central Michigan University
Dean College of Science + Engineering



Julie Messing
Central Michigan University
Director of Isabella Bank Institute for Entrepreneurship



Shawna Patterson-Stevens
Central Michigan University
Vice President + Chief Diversity Officer



John Veilleux
Central Michigan University
Vice President, University Communications + CMO



Melinda Coffin
Private Sector Director
CEO, Soaring Eagle Casino



Raymond Gunn
Private Sector Director



Felicia Harris
EverythingHR
Principal + CEO



Raquel Ledesma-Perez
Private Sector Director
Diversity and Community Liaison,
Hemlock Semi Conductor



Dwayne Powell, JR
PNC Bank
VP of Community Development



Jeff Stoutenburg
Dow
Director of State Government Affairs



Dan Ward
Detroit Labs
Co-founder + President



LeTasha Peebles
MEDC Representative
Grant Manager, Entrepreneurship

Meet Our Team

A business is only as good as the people on its team. By working with CMURC, you'll have some of the region's brightest and most innovative people working with you. We'd like you to meet our management team.



Elissa Gagne

Chief Operating Officer

Drawing from a wealth of experience in process optimization and efficiency enhancement, Elissa ensures the seamless transformation of our innovative ideas into impactful, tangible actions.



Courtney Garrett

Diversity + Business Development Director

With a keen eye for emerging opportunities and a knack for forging meaningful connections, Courtney is at the forefront of driving our growth initiatives.



Kali Weiler

Insights + Analytics Director

Combining imaginative expertise and data-driven mind, Kali crafts compelling narratives that deeply connect with audiences, simultaneously leveraging analytical insights to fine-tune our marketing strategies.

About Us



CMURC is a 501(c)(3) organization with professional and diverse coworking space and accelerator programs. It is focused on product and strategic development for entrepreneurs to positively impact the economy in the Great Lakes Bay Region.

It brings together local, regional and statewide partners to accelerate the success of entrepreneurs, professionals, and corporations growing businesses and jobs by leveraging the resources of Central Michigan University, the SmartZone Districts and the Michigan Economic Development Corporation, funded in part through a grant with the U.S. Small Business Administration.



Place

CoWork
Your Way

All Inclusive
Memberships +
On-Demand Space



Programs

Fueling
Business Growth

Accelerator Programs
Igniting Success at
any Stage



Partners

Building Bridges,
Creating Impact

Empowering Partnerships
that cultivate community,
creativity + culture

COMMUNITY IMPACT



Our unique ecosystem at CMURC has yielded significant achievements over the years, including:

- Facilitating over \$68 million in capital investment within the Great Lakes Bay Region.
- Catalyzing the development of 66 new sales-generating products.
- Securing 90 patents to protect our members' innovative ideas.
- Creating 2,455 jobs, thus fostering economic growth.
- Establishing 945 strategic connections, resulting in meaningful partnerships and sales.

Space Options

With our range of partnership options, you have the freedom to choose the avenue that best aligns with your goals and aspirations. Whether you're a visionary corporation looking to make a lasting impact or an emerging player seeking to amplify your presence, we have the ideal partnership for you. Explore the possibilities and become a driving force in the world of innovation.



All Access: \$6k/year

- Tips/tricks video showing your expertise
- All access membership to Member Portal
- CMURC Partner Page
- Strategize ME Bootcamp Webinar
- 4 digital shoutouts on CMURC LinkedIn + FB
- 1 spotlight feature in Monthly Update
- Up to 2 key fobs
- Signage at 4 locations
- 20 credits to book conference rooms



Dreammaker: \$10k/year

- Tips/tricks video showing your expertise
- All access membership to Member Portal
- CMURC Partner Page
- 6 digital shoutouts on CMURC LinkedIn + FB
- 1 spotlight feature in Monthly Update
- Up to 4 key fobs
- Signage at 4 locations
- 50 credits to book conference rooms



Innovation Powerhouse: \$25k/year

- Tips/tricks video showing your expertise
- All access membership to Member Portal
- CMURC Partner Page
- Strategize ME Bootcamp Webinar
- 8 digital shoutouts on CMURC LinkedIn + FB
- 1 spotlight feature in Monthly Update
- Up to 10 Key Fobs
- Signage at 4 locations
- 100 Credits for off-site meeting options





Regional Meeting Hub

Meeting passes for enhanced collaboration. Flexible configurations, Smart TV + webcams

Meeting Pass Space for 8-18



\$200/4 hours

VIP Pass Space for 12-16



\$500/24 hours

Innovation Pass Space for up to 50



\$1,200/24 hours

On-Demand Space

Day Pass
\$15/8 a.m. - 5 p.m.

Office Pass
\$80/8 a.m. - 5 p.m.

Program Options

Promoting resource collaborations between universities, industry, research, organizations, government and other community institutions to grow technology and traditional based businesses and jobs.



Showcase: \$1,800/year

- Community Connections
- Single Location Signage
- Strategize ME Bootcamp Webinar
- Digital shoutout on CMURC LinkedIn + FB



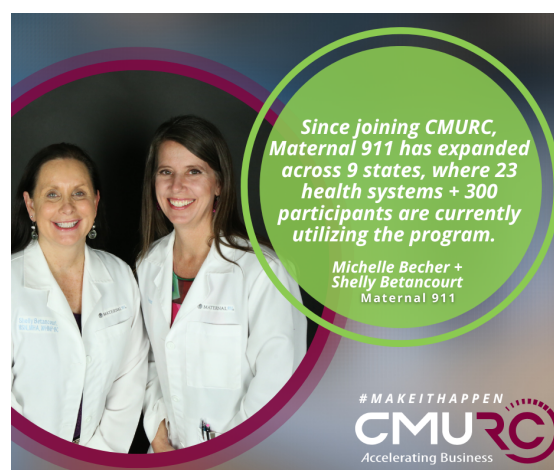
Mentor: \$3k/year

- Community Connections
- Strategize ME Bootcamp Webinar
- 4 digital shoutouts on CMURC LinkedIn + FB
- 1 spotlight feature in Monthly Update
- Regional Signage
- Designated Digital Platform
- Website Preferred Partner
- Expert Industry Reel
- Access to Members



Elite 16: \$25k/year

- Tips/tricks video showing your expertise
- All access membership to Member Portal
- CMURC Partner Page
- Strategize ME Bootcamp Webinar
- 8 digital shoutouts on CMURC LinkedIn + FB
- 1 spotlight feature in Monthly Update
- Up to 10 Key Fobs
- Signage at 4 locations
- 100 Credits for off-site meeting options
- **Exclusive naming rights**



Investment Options



Impact Day \$250-\$5000/event

There are a total of four Impact Days per year that rotate across the Great Lakes Bay Region.

April 10, 2024 at Saginaw CoWork RC
July 10, 2024 at Midland CoWork RC
October 9, 2024 at Bay City CoWork RC
January 8, 2025 at Mt Pleasant CoWork RC

Daily and session sponsorship opportunities are available and will include the following:

- Logo displayed
- Distribution of marketing materials
- Social media recognition
- Speaking opportunities

Presenting Sponsorship | \$5,000 | 1 per impact day

- We will work with you to customize a full day of entrepreneurial activities at the location and quarterly event of your choice.

Advise ME | 9-10am | \$500 | 4 per impact day

- The session is where tough conversations can be had and true barriers can be recognized. This is a hybrid of an advisory group and a peer-support group with an open invitation to all. The goal is to create an avenue to ask questions, share your story and to truly hear others.

Connect ME | 10-11am | \$750 | 4 per impact day

- The key is connecting two people with different backgrounds to provide for more in-depth conversations and expose individuals to diverse networks. One is more apt to join a group or go to an event with a friend, especially something that they have never done before – therefore, we encourage the community to invite their connections.

Strategize ME | 2-3pm | \$250 | 2 per impact day

- The goal of this session is to bring together entrepreneurs, professionals, and corporations to brainstorm, work through strategies and connections. It is an open forum, available for all to attend. Held virtually every Wednesday.



Investment Options

Entrepreneur Like Me: \$600-\$15,000

CMURC was recognized with the Julius Morgan Diversity and Inclusion Award during the 2023 International Business Incubator Association (inBIA) annual conference for its expansive Entrepreneur Like ME initiative. This program comprises various strategic components aimed at guiding entrepreneurs from diverse backgrounds in assessing business risks, creatively addressing challenges, and comprehending the financial consequences of their decisions.

The Entrepreneur Like ME initiative is prominently featured in Impact Days and program cohorts, including the groundbreaking Lift Me program, the first of its kind to exclusively support black entrepreneurs, as well as cohorts designed for underserved individuals. These cohorts consist of monthly workshops that blend practical work with progress on action plans, encompassing presentations on HR, finance, funding opportunities, marketing, intellectual property, and advisory sessions led by industry experts and mentors.

Various sponsorship opportunities are available at different levels, tailored to provide entrepreneurs with resources that align with their specific needs.

- **Consulting Services:** Provide one-on-one consulting services to entrepreneurs for \$600.
- **Professional Workspace Access:** Offer access to professional workspace for \$1800.
- **Comprehensive Package:** Extend a comprehensive package including consulting, workspace, and access to the professional ecosystem for \$3000.
- **Technical Assistance Services:** Support entrepreneurs with up to \$15,000 for technical assistance providers.

These sponsorship options cater to entrepreneurs' individual needs and can significantly contribute to the acceleration of their businesses.



CMURC is proud to announce the first cohort of Lift ME - Delicious Sweets Bakeshop, Kakes the Great Popcorn Co., and Shangri'La Candle Co.

Exclusive Naming Rights

At CMURC, we believe in the transformative power of innovation. As a dynamic corporation that values forward-thinking strategies and cutting-edge solutions, you now have the chance to solidify your commitment to innovation by seizing a unique naming rights opportunity within our esteemed Innovation Powerhouse.



Elevate Your Brand (Elite 16)

By becoming an Innovation Powerhouse Naming Rights partner, your corporation gains a distinct competitive advantage:

1. **Elevated Visibility:** Your brand will take center stage as the namesake of one of our premium meeting spaces. This visibility extends to every individual who steps foot into the professional workspace, leaving a lasting impression of your brand's dedication to innovation.
2. **Strategic Networking:** CMURC is a hub of activity, attracting visionaries, thought leaders, and industry experts. As a naming rights partner, you'll have unparalleled opportunities to connect with key players in your field.
3. **Thought Leadership:** Position your brand as a thought leader in innovation and creativity. Your association with CMURC underscores your commitment to driving positive change.

Save Your Space

Board Room: A space synonymous with strategic decision-making and leadership excellence. Your brand's name will inspire and guide high-level discussions.

Cafe Area: The heart of collaboration and energy. Your brand's name will be closely associated with the lively exchange of ideas and creative sparks.

VIP Room: An exclusive enclave for confidential conversations and executive gatherings. Your brand's presence here signifies prestige and exclusivity.

Innovation Room: A versatile space designed to inspire innovation in all its forms. Your brand's name will be intrinsically linked to breakthrough thinking.



**\$10K
Annual
Investment
Add - On**

Event Sponsorship Options



Mark Your Calendars! June 26, 2024

Dive into innovation during this exclusive celebration, uniting community leaders, supporters, and entrepreneurs for networking, collaboration, and resource discovery in our vibrant entrepreneurial community.

Signature Sponsor (\$10,000)

As the Signature Sponsor, your brand will leave a lasting impression on attendees as a key supporter of the grand reopening event.

- All benefits of Executive Sponsor, plus:
- Exclusive sponsorship of a key event component (e.g., Networking Reception, Ribbon Cutting Ceremony).
- Opportunity for a speaking engagement during the event.
- Eight complimentary beverage tickets to the CMURC Business Hub Bash.
- Naming Rights to Collaboration Meeting Room in Mt Pleasant for the remainder of 2024.

Executive Sponsor (\$5,000)

As the Executive Sponsor, your brand will be honored as the gracious host of the press and VIP reception, welcoming dignitaries, stakeholders, and community leaders with warmth and hospitality.

- Premier logo placement on landing pages, and event materials, including prominent signage.
- Recognition as an Executive Sponsor in all event press releases and media coverage.
- Six complimentary beverage tickets to the CMURC Business Hub Bash.
- Dedicated social media post highlighting the sponsor's contribution.
- Exclusive invitation to attend and greet attendees at a pre-event VIP reception.

Taste & Toast Sponsor (\$3,000)

As a Taste & Toast Sponsor, your brand will delight taste buds and craft memorable moments at the grand reopening event, leaving a lasting impression on guests as they toast to the occasion.

- All benefits of Community Contributor plus:
- Additional logo placement on beverage stations, cocktail menus, and tasting areas.
- Opportunity to deliver a brief promotional message during the event.
- Four complimentary beverage tickets to the CMURC Business Hub Bash.
- Exclusive invitation to a pre-event VIP reception with CMURC leadership.



Community Contributor (\$1,500)

As a Community Contributor, your business will enhance the vibrancy and growth of the local entrepreneurial ecosystem through sponsorship, showcasing your brand's commitment to community engagement and support.

- Logo placement on the landing page & event signage.
- Verbal acknowledgment during the event.
- Recognition in pre-event marketing materials (e.g., email newsletters, press releases).
- Four complimentary beverage tickets to the CMURC Business Hub Bash.
- Opportunity to distribute branded promotional materials at the event.

The Champion (\$500)

Engage with attendees through casual networking opportunities and brand exposure at the event, showing your support for the organization and its mission.

- Logo placement on the event landing page.
- Verbal acknowledgment during the event.
- Two complimentary beverage tickets to the CMURC Business Hub Bash.
- Recognition in post-event thank-you email and social media posts.

In-Kind Sponsorships - As an In-kind sponsor, your business provides valuable resources such as products, equipment, or expertise to support the success of the event. This type of sponsorship allows your brand to showcase its products or services directly to event attendees, while also demonstrating your commitment to community involvement and support.

MEDC SmartZone Network

Making it happen for entrepreneurs in the Great Lakes Bay + beyond.

As one of MEDC's SmartZones, CMURC has exclusive access to resources and services only available to those in the network.

Entrepreneurs can participate in these programs through CMURC with an approved business summary.

Service providers can connect and help entrepreneurs through these programs.



Marketing +
Brand Awareness



Business
Connections



Media
Inclusion



Mentorship
Opportunities



Resource
Collaboration