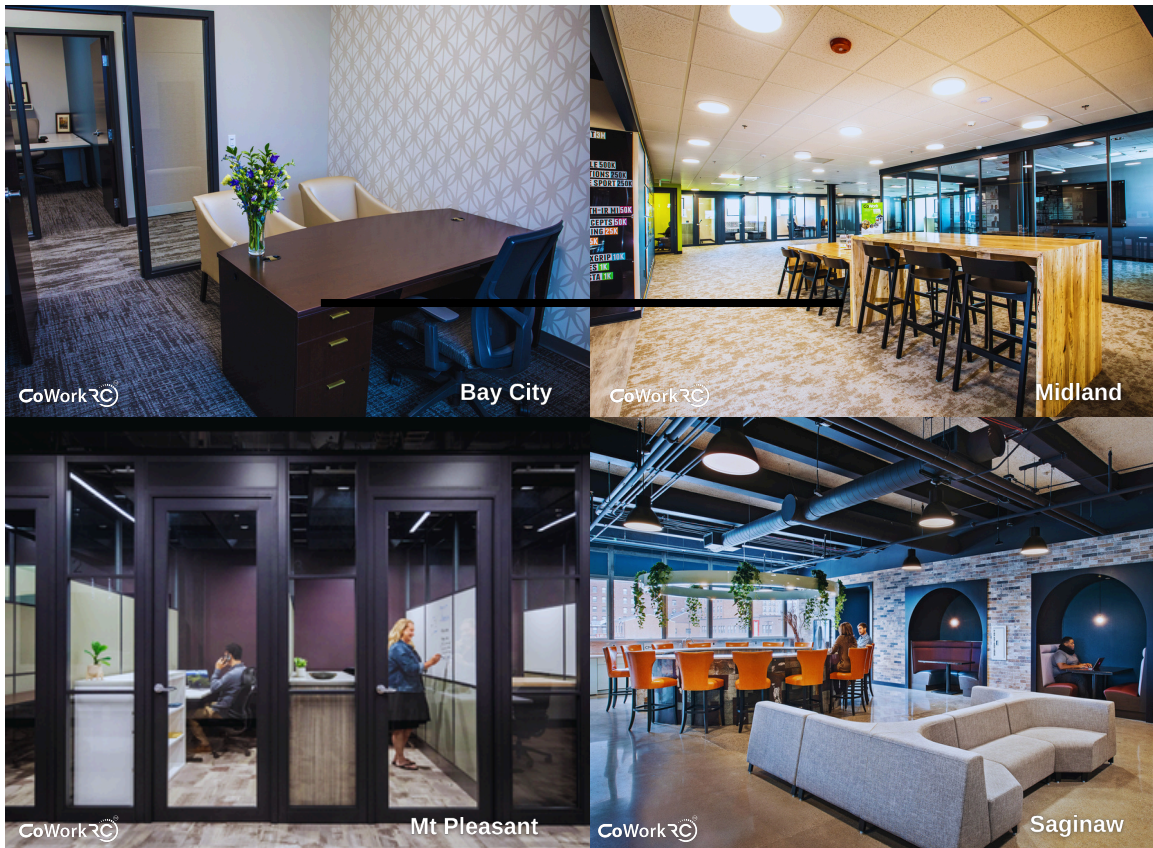


# ENTREPRENEUR LIKE ME

## 2025 SUPPORTERS

There are many opportunities to support the regional 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 an environment for entrepreneurs to flourish with coworking spaces, off-site meeting facilities, accelerator programs meticulously crafted to drive success, and innovation and partnerships that transcend across local, regional, and statewide opportunities.



# Organization



## About Us

CMURC is a 501(c)(3) organization that brings together local, regional and statewide partners to accelerate the success of entrepreneurs, professionals, and corporations growing businesses and jobs. Designated as the SmartZone and the Small Business Support Hub, CMURC works in partnership with the Michigan Economic Development Corporation, and the U.S. Small Business Administration, the programs have been developed to provide access for entrepreneurs to access the designation toolkits.



U.S. Small Business  
Administration



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

# Welcome

## Welcome to the Ecosystem—Where Business Comes Together!

Welcome to the CMURC ecosystem—where businesses come together to innovate, collaborate, and thrive. CMURC brings the future of business growth, offering a dynamic environment designed to foster creativity and connection. CMURC combines place, program, and partners to fuel success. All-inclusive memberships and on-demand spaces provide the perfect setting for growth, while accelerator programs ignite progress at every stage of business. Through strategic partnerships, CMURC bridge connections and create lasting impacts, cultivating a community where innovation flourishes and ideas turn into reality.



### 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

## Great Lakes Bay Small Business Hub



# Community Impact

Presented is a comprehensive overview of our program's impact, highlighting key achievements that demonstrate CMURC's dedication to fostering inclusive entrepreneurship and driving regional growth. CMURC aims to empower small businesses and startups by providing access to capital, resources, and connections that are essential for success.

## CMURC Impact

# \$58 MILLION

Capital Investment over 5 years

# 35+

Innovative Products Launched

# 440

Coworking Members

# 55,000+

Regional Facility Impressions

# 492

Connections with Tangible Results

## Why It Matters:

By supporting CMURC's initiative, sponsors are not just investing in a program—they are investing in the future of the entrepreneurial community. Sponsors support the mission to close the opportunity gap and create a thriving entrepreneurial ecosystem where under-resourced businesses have a real chance to grow and succeed. This partnership offers an opportunity to make a lasting impact, supporting innovation, job creation, and community development, all while increasing sponsor visibility and recognition.





# Innovation Partner Membership

The Innovation Partner Membership is CMURC's premier offering, providing a perfect balance of Place, Program, and Partnership benefits. As an Innovation Partner, you'll play a pivotal role in opening doors for emerging businesses and contributing to a thriving ecosystem of innovation and collaboration.



## CoWork Your Way

- 24/7 access to all locations in GLBR
- Up to 10 Key Fobs
- 100 credit hours to use for offsite meeting space
- Access to online Member Portal
- Real Connections made in the ecosystem

**\$25k+**  
Annual Investment



## Mentorship & Expertise

- Tips/tricks video showing your expertise
- Present in a Strategize ME Bootcamp Webinar
- Partner Page in Resource Hub accessible to all members
- Entrepreneur Like ME Podcast feature episode
- Exclusive Blog Feature to highlight company's expertise



## Brand Awareness

- Exclusive naming rights in facility of choice
- Spotlight feature in Monthly Newsletter
- Digital shoutouts on CMURC LinkedIn + FB
- Premier Gold Signage at all 4 locations
- Pre-Roll Ad on ELM Podcast for 1 month of choice
- Logo on CMURC's partner page

# Inclusive Partnership

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.



**\$20k**  
Annual Investment



## CoWork Your Way

- Access to CMURC with 50 day passes to use or sponsor out to local community



## Inclusive Partnership

- Recognition as the overall title sponsor of Entrepreneur Like ME across all components
- VIP invitations to all Entrepreneur Like ME events, sessions, and celebrations
- Sponsor coordination of quarterly strategy meetings or networking events with key stakeholders and entrepreneurs
- Host Innovation forums, panel discussions or milestone events



## Partnership Visibility

- Sponsor name integrated into the initiative branding
- Top logo placement on all program materials, podcasts, videos, and social media content
- Bi-Annual Full episode feature and mid-roll advertisement on Entrepreneur Like ME podcast during small business month
- Exclusive naming rights in facility of choice

# Dreammaker Membership

The Dreammaker Membership offers exceptional brand exposure and exclusive resources. It includes meeting space credits for flexible collaboration, along with enhanced visibility through podcast ads, signage, and social media recognition. As a Dreammaker, your company will benefit from increased brand awareness while actively supporting our entrepreneurial community and fostering innovation.



**\$10k**  
Annual Investment



## CoWork Your Way

- 24/7 access to all locations in GLBR
- Up 4 Key Fobs
- 50 credit hours to use for offsite meeting space
- Access to online Member Portal



## Mentorship & Expertise

- Tips/Trick Video Showing Your Expertise
- Partner Page in Resource Hub accessible to all members



## Brand Awareness

- Spotlight feature in Monthly Newsletter
- Digital shoutouts on CMURC LinkedIn + FB
- Signage at 4 locations
- Logo on CMURC's partner page
- Pre-Roll Ad on 1 ELM Podcast episode

# All Access Membership

CMURC stands as a beacon of innovation, bringing together creative minds, industry experts, and visionary entrepreneurs. Partnering with CMURC allows your company to be at the forefront of groundbreaking ideas, technologies, and business strategies.



**\$6k**  
Annual Investment



## CoWork Your Way

- 24/7 access to all locations in GLBR
- Up 2 key fobs
- 20 credit hours to use for offsite meeting space
- Access to online Member Portal
- Private VIP Room Access
- Real Connections made in the ecosystem



## Mentorship & Expertise

- Partner Page in Resource Hub accessible to all members



## Brand Awareness

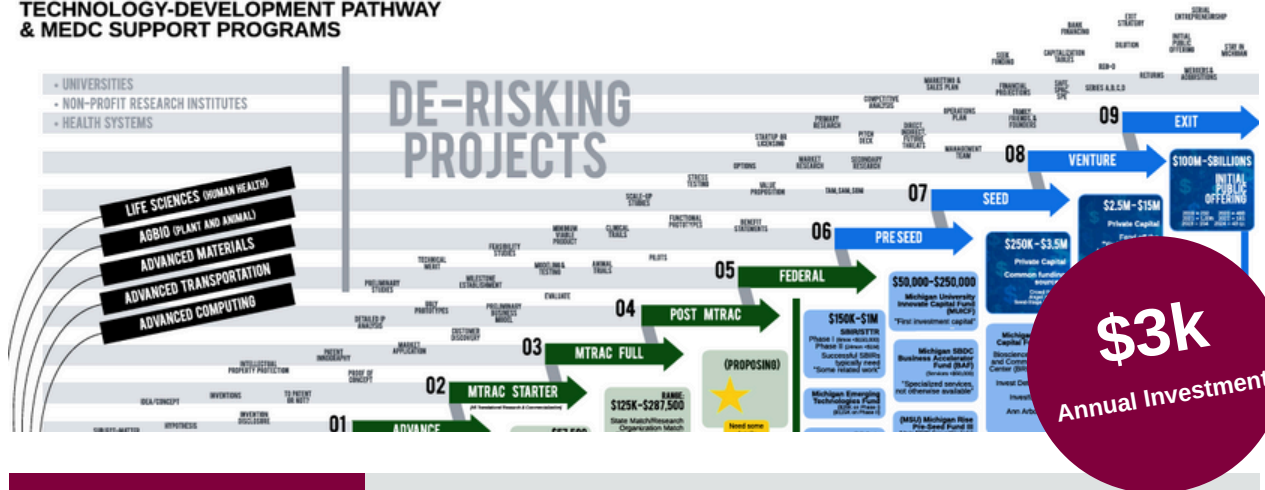
- Spotlight feature in Monthly Newsletter
- Digital shoutouts on CMURC LinkedIn + FB
- Signage at 4 locations
- Logo on CMURC's partner page



# Mentor Membership

Become a Mentor Member at CMURC and play a crucial role in fostering entrepreneurial success. As a service provider, you'll offer valuable expertise to startups and entrepreneurs, with compensation facilitated through state funding provided by the Michigan Economic Development Corporation (MEDC). CMURC operates within Michigan's SmartZones, designated tech hubs that promote collaboration between public, private, and academic sectors to drive innovation and economic growth. By joining CMURC's network, you'll not only support entrepreneurs in bringing their ideas to market but also help create jobs and advance technology-driven businesses in the region.

## RESEARCH TO COMMERCIALIZATION TECHNOLOGY-DEVELOPMENT PATHWAY & MEDC SUPPORT PROGRAMS



## Mentorship & Expertise

- **Priority Engagement:** Receive early access to potential clients seeking expert guidance, allowing you to build strong relationships with startups at critical stages of development.
- **State-Funded Opportunities:** Offer services to entrepreneurs with MEDC-backed compensation through CMURC.
- **Exclusive Access to High-Tech Innovation Clients:** Be part of a preferred partners list, receiving first opportunities to provide services to high-tech startups eligible for Business Accelerator Funds (BAF) facilitated by CMURC.



## Brand Awareness

- **Visibility in CMURC's Ecosystem:** Spotlight feature in Monthly Newsletter, digital shoutouts on CMURC LinkedIn + FB, signage at 4 locations + logo on CMURC's partner page
- **Long-Term Partnership Opportunities:** Position your business as a go-to resource for ongoing mentorship and service needs, fostering lasting collaborations with growing high-tech companies.

# Showcase Membership

The Showcase Membership is designed for businesses and organizations that want to demonstrate their support for CMURC's mission of fostering innovation and entrepreneurship while gaining prominent brand visibility. As a showcase member, your company will play a key part in shaping the future of high-potential start-ups, helping assist their growth. Your company will be recognized as a key supporter of the local entrepreneurial ecosystem without the direct mentorship commitment.



## Mentorship & Expertise

- **Exclusive Networking:** Build relationships with entrepreneurs and industry leaders through curated events and mentorship.
- **Innovation Ecosystem Access:** Engage directly with CMURC's community to support startup success.
- **Priority Engagement:** Receive early access to potential clients seeking expert guidance, allowing you to build strong relationships with startups at critical stages of development.



## Brand Awareness

- **Brand Visibility:** Spotlight feature in Monthly Newsletter, digital shoutouts on CMURC LinkedIn + FB, signage at 1 location
- **Community Impact:** Align your brand with CMURC's mission to foster entrepreneurial growth.
- **Support Local Innovation:** Demonstrate your commitment to supporting the success of startups and technology-driven businesses within the Great Lakes Bay Region.

# Community Impact Day

There are four Impact Days held annually, rotating across the Great Lakes Bay Region. Sponsorship opportunities are available for each event and individual sessions, offering valuable benefits such as logo display, distribution of marketing materials, social media recognition, and speaking opportunities. Dates for 2025-2026 are as follows:

January 16, 2025 at Saginaw CoWork RC  
April 9th, 2025 at Mt Pleasant CoWork RC  
July 9th, 2025 at Midland CoWork RC  
October 8, 2025 at Bay City CoWork RC

January 7, 2026 at Mt Pleasant CoWork RC  
April 8th, 2026 at Saginaw CoWork RC  
July 8th, 2026 at Midland CoWork RC  
October 14, 2026 at Bay City CoWork RC

## Presenting Sponsorship | \$5,000 | 1 per Impact Day

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

## Impact Swag Bag Sponsorship | \$1000 | 1 per Impact Day

Make a lasting impression by sponsoring the swag bags that every attendee will receive upon arrival. As the Swag Bag Sponsor, you can include branded items, giveaways, or door prizes, ensuring your brand is front and center from the start.

## Connect ME Networking | \$750 | 2 per Impact Day

This sponsorship will provide refreshments to foster organic conversations, helping to create meaningful connections. The goal is to bring together individuals from diverse backgrounds, encouraging deeper, more insightful discussions while expanding professional networks.

## Resource Partner Sponsorship | \$150

Showcase your business as a key resource for small businesses by securing a dedicated vendor table at Impact Day, trade-show-style booth throughout the event, offering direct support and solutions to attendees.



# Capital Showcase - November 12th 2024

The **Capital Showcase** at CMURC in Midland, in partnership with **Blue Water Angels** and **Michigan Capital Network**, is an exclusive event designed to spotlight high-tech, high-growth businesses ready for their next phase of expansion. This dynamic pitch night brings together 5-8 innovative entrepreneurs who are poised for investment, offering a unique opportunity for business leaders, investors, and decision-makers to engage directly with groundbreaking companies. These businesses have been supported through CMURC's ecosystem, focused on driving innovation and commercialization within **Michigan's SmartZones**. The Capital Showcase creates a platform for startups and investors to connect, form strategic partnerships, and explore potential sales prospects, making it a key event for those seeking to invest in the future of technology and innovation.

## Make it Happen | \$6,000

- Exclusive naming rights for the Capital Showcase event.
- Opportunity to address attendees during the event.
- Premium brand placement on all event materials, website, and social media.
- Dedicated networking time with entrepreneurs and investors.
- Post-event recognition in media and press releases.

## Midland Innovation | \$4,000

- Prominent logo placement on event materials and communications.
- Dedicated networking time with entrepreneurs and investors
- Verbal recognition during event introductions and closing remarks.
- Access to exclusive pre-event briefings with presenting entrepreneurs.

## It Takes a Village | \$2,000

- Logo presence on event signage and digital marketing materials.
- Opportunity to provide branded materials or giveaways to attendees.
- Recognition during event announcements.

## Food & Beverage | \$1,000

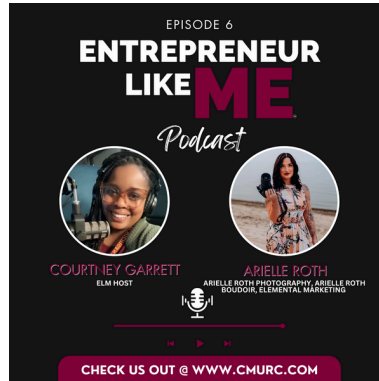
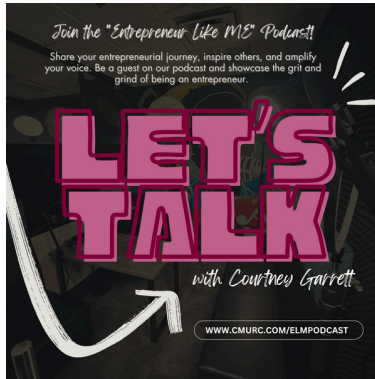
- Brand visibility at the food and beverage stations during the event.
- Logo included on event signage.
- Opportunity to provide branded materials for display at the F&B station.





# Podcast Ad Packages

Entrepreneur Like Me (ELM) is a podcast dedicated to showcasing the journeys of local entrepreneurs from diverse backgrounds in the Great Lakes Bay Region. Stories shared on the ELM Podcast showcase the challenges, triumphs, and the unique paths taken by business owners in various industries. The ELM podcast aims to inspire entrepreneurs and provide valuable insights for established business owners through authentic conversations.



## Podcast Highlights:

- Release Schedule: 2 episodes per month.
- Seasons: 11-month season, wrapping Season 1 in Dec. 2024. Season 2 launches in Jan. 2025.
- Platforms: Spotify, Apple Podcasts, Google Podcasts, Amazon Music

## Current Stats & Growth:

- Downloads: 400 +
- Streaming Platforms: Available on Spotify, Apple Podcasts, Google Podcasts, + Amazon Music.

## Ad Formats:

- Pre-roll: 15-30 second ad played before the episode starts
- Mid-roll: 30-60 second ad inserted in the middle of the episode.
- Post-roll: 15-30 second ad played at the end of the episode.

## Sponsorship Packages:

Full Episode Sponsorship (All Three Ad Spots) | **\$500/episode** | **\$900 for two episodes/mo**

- Includes: Pre-roll, mid-roll, and post-roll ad on one full episode.

Select 2 Ad Spots (Pre-roll + Mid-roll OR Mid + Post) | **\$350/episode** | **\$650 for two episodes/mo**

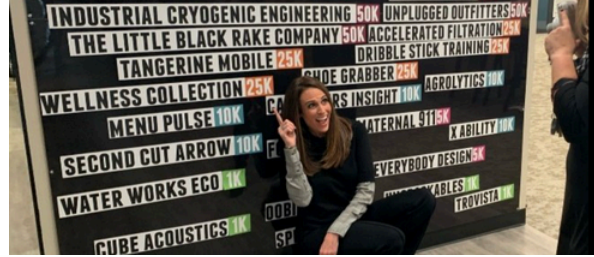
- Includes: Your choice of two ad spots per episode.

## A La Carte Options (Single Ad Spot)

- Pre-roll: \$200 per episode
- Mid-roll: \$300 per episode
- Post-roll: \$150 per episode

# Additional Investment Opportunities

Unlock new opportunities for your business with CMURC's dynamic one-time investment options! Amplify your brand as a sponsor of our one-week Strategize ME program or take center stage at our exclusive Capital Showcase. Need a venue for your next big meeting or event? Book our flexible spaces with just a few clicks—browse stunning photos, schedule tours, and reserve your spot instantly at [cmurc.com](http://cmurc.com). Let's create an impact together!



## Strategize ME Bootcamp Champ Series | \$5,000

Exclusive sponsorship of a full Strategize ME Bootcamp series (4 sessions)

## Connect ME | \$750

Sponsor a one-on-one mentorship connection session between entrepreneurs and experts.

## Advise ME | \$500

Support peer advisory group meetings focused on business growth and development.

## Mentor ME | \$250

One-hour virtual session designed to sharpen an entrepreneur business strategies

On  
Demand  
Space



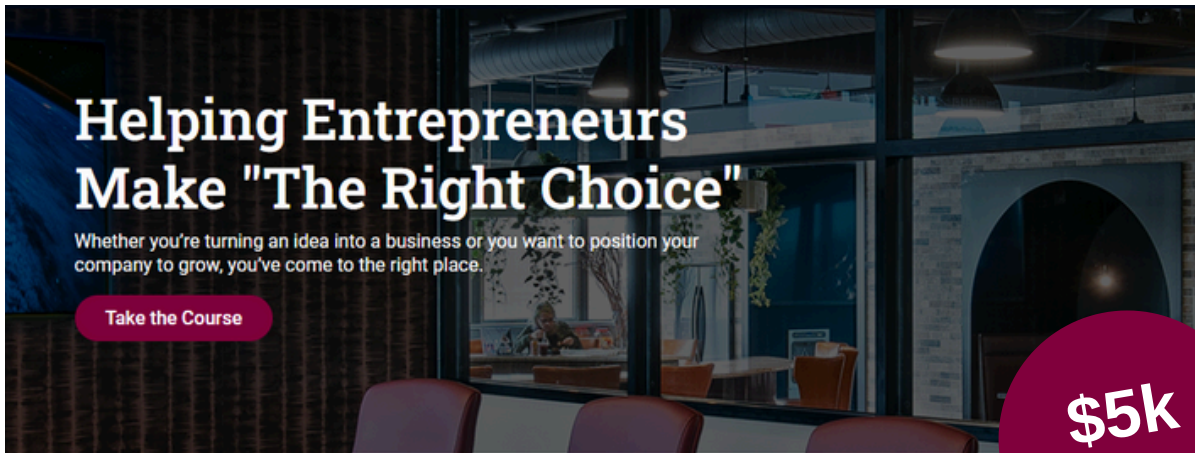
**On-Demand Booking:** Access flexible meeting and event spaces with our convenient on-demand booking options available through our website.

**Explore Facilities:** View photos and book tours of our spaces online, ensuring the perfect venue for your next gathering.

**Learn More Online:** Visit our website for additional details on all one-time investment opportunities and how you can get involved in supporting entrepreneurship.

# Strategize ME Bootcamp Champ

As a Strategize Me Bootcamp Member, you'll play an integral role in shaping the future of high-potential startups by providing essential guidance and strategic support. This membership connects you to CMURC's larger ecosystem within Michigan's SmartZones, where public-private-academic partnerships drive innovation and commercialization. By offering your expertise through structured bootcamps, you'll help entrepreneurs refine their business strategies, accelerate their growth, and secure vital resources and funding.



## Mentorship & Expertise

- **Bootcamp Involvement:** Guide entrepreneurs through the Strategize ME Bootcamp Series to refine their strategies.
- **Exclusive Networking:** Build relationships with entrepreneurs and industry leaders through curated events and mentorship.
- **Innovation Ecosystem Access:** Engage directly with CMURC's community to support startup success.
- **Priority Engagement:** Receive early access to potential clients seeking expert guidance, allowing you to build strong relationships with startups at critical stages of development.



## Brand Awareness

- **Collaborative Partnerships:** Work with public, private, and academic sectors in Michigan's SmartZones to drive innovation.
- **Digital Platform Exposure:** Gain visibility on our digital platform, connecting to startups and growing companies.

# Connect ME

Put your company at the forefront of meaningful conversations and connections. Connect Me sessions create chances to collaborate with entrepreneurs eager to learn from your expertise and experience in a professional networking setting. As a Connect Me sponsor, your company can shape the future of entrepreneurship by providing insights on strategies, best practices, and solutions that can drive business success.



## Meaningful conversations

- **Make an Impact:** Your expertise can make a lasting difference in the success of emerging entrepreneurs.
- **Exclusive Networking:** Build relationships with entrepreneurs and industry leaders through curated events and mentorship.
- **Build Meaningful Connections:** Expand your sphere of influence by connecting with seasoned professionals and the next wave of entrepreneurs.



## Brand Awareness

- **Collaborative Partnerships:** Work with public, private, and academic sectors in Michigan's SmartZones to drive innovation.
- **Digital Platform Exposure:** Gain visibility on our digital platform, connecting to startups and growing companies.



# Advise ME

As an Advise Me sponsor, your company can drive meaningful discussions while showcasing your leadership in the community. Advise Me sessions create direct discussion that are meant to problem-solve, share knowledge, and drive actionable outcomes. Leading conversation during these peer-to-peer sessions will help fellow leaders identify key actionable solutions to help them face their most pressing business challenges.



## Foster Strategic Connections

- **Showcase Your Expertise:** Take the lead in solving challenges and offering guidance on strategies that help businesses grow. Your business will be recognized as a key resource for knowledge and innovation.
- **Influence the Agenda:** Shape the focus of the discussions, from growth strategies and scaling to leadership development and innovation, ensuring the content aligns with your expertise and business vision.
- **Direct Access to Top Decision-Makers:** As the group's facilitator, you'll build personal relationships with other influential business leaders, creating potential for new ventures, partnerships, and opportunities.



## Brand Awareness

- **Collaborative Partnerships:** Work with public, private, and academic sectors in Michigan's SmartZones to drive innovation.
- **Digital Platform Exposure:** Gain visibility on our digital platform, connecting to startups and growing companies.
- **Promote Your Brand:** Your business will be front and center as the go-to for business growth insights and development.

# Mentor ME

As a Mentor Me sponsor, you'll play an integral role in shaping the future of high-potential startups by providing essential guidance and strategic support. By offering your expertise through a structured presentation, you'll help entrepreneurs refine their business strategies, accelerate their growth, and secure vital resources and funding. You will showcase your company and brand as a leader that is dedicated to the growth and development of others.



## Guidance and Connections

- **Showcase Your Expertise:** Guide entrepreneurs through your detailed presentation to help refine their strategies.
- **Exclusive Networking:** Build relationships with entrepreneurs and industry leaders through curated events and mentorship.
- **Innovation Ecosystem Access:** Engage directly with CMURC's community to support startup success.



## Brand Awareness

- **Collaborative Partnerships:** Work with public, private, and academic sectors in Michigan's SmartZones to drive innovation.
- **Digital Platform Exposure:** Gain visibility on our digital platform, connecting to startups and growing companies.

# On Demand Space

CMURC is the regional meeting hub in the Great Lakes Bay Region. Check out some of the on demand space available. Enjoy the inclusive, diverse, and professional space for entrepreneurs, service providers, and corporations. Utilize the great amenities and flexible configurations CoWork RC has to offer.

## 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

## Day Pass \$20/8a.m. - 5 p.m.



## Desk Pass \$50/8a.m. - 5 p.m.



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







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

The power of innovation and entrepreneurship transforms lives and communities. CMURC's endowment fund is vital in providing the resources needed to support high-potential startups and foster a thriving ecosystem.

Join CMURC in the mission by making a donation to the endowment. Contributions will help offer essential guidance, mentorship, and funding to entrepreneurs in the Great Lakes Bay Region, ensuring that innovative ideas have the opportunity to flourish.

Your generosity will help shape the future of entrepreneurship in the community. Every gift, no matter the size, makes a difference. Donations can be made at [cmurc.com/donate](http://cmurc.com/donate).

Thank you for considering a donation to support CMURC's mission and entrepreneurship in the Great Lakes Bay Region.

