



SBAM Member Benefit Partner Opportunities

SBAM Approved Partner

These partnerships are determined after extensive RFP/RFI research process.

1. Complete the SBAM Benefit RFI Document on the following pages
2. Present RFI to michelle.beebe@sbam.org
3. RFI then presented to SBAM Member Benefits Committee
 - a. Member Benefits Committee approves the benefit
 - b. Member Benefits Committee chooses to request RFP process to other businesses/members
4. Product presented to SBAM Board of Directors for approval
5. Sign mutually-agreed upon contract
6. Launch product

Advertising

The SBAM Media Kit outlines all advertising and sponsorship opportunities available. Requests should be sent to Lori Birman, Vice President of Membership & Development, at lori.birman@sbam.org.

Content Partner

Opportunity to share content on SBAM digital platforms. Requests should be sent to Sarah Miller, Vice President of Marketing & Strategic Communications at sarah.miller@sbam.org.



SBAM Member Benefits Questionnaire

Thank you for your interest in partnering with the Small Business Association of Michigan. To start, please provide a brief explanation of why you would like to work with SBAM. Next, please detail how your company meets the following criteria in respect to SBAM and to our membership. Please note that your program does not have to meet all listed criteria, especially if your program exceptionally meets or exceeds one or more of the critical criteria.

What does your organization offer?

Please tell us how your offer:

- Is unique to SBAM in the Michigan market and cannot be obtained without SBAM membership
- Provides discounts for SBAM members
- Is easy to understand and use
- Helps small businesses immediately
- Creates revenue for SBAM
- Will help increase membership and membership retention
- Supports Michigan business
- Has a long shelf life – will provide value to members and SBAM for several years
- Has a simply recognized value proposition and can be marketed easily
- Can be evaluated and measured through readily available metrics and tracking
- Provides a quantifiable benefit or service to SBAM members

Additional Comments/Creative Ideas – Include any additional information about your organization, comments or creative ideas that you have not already addressed in this proposal. This may include anything that you believe to be unique to your organization or any additional value that you could bring to the relationship. It is not required that you complete this section.

References – Three current corporate references, including company name, contact name, title, address, phone number, email and synopsis of relationship

Company Overview –

- Official registered name (corporate, dba, partnership, etc)
- Dunn & Bradstreet Number
- Primary and secondary SIC numbers, address, phone, email, etc.
- Key contact name, title, address and direct phone number.
- Project Team Staffing – Who will we be working with?
- Person authorized to contractually bind the organization
- Brief record of your company's history in the state of Michigan
- Is your company currently involved in any legal actions that would have a significant adverse effect on its operations?
- Is your company a current member of the Small Business Association of Michigan?
- Financial Summary, Credit Ratings (Moody's, S&P and Fitch)
- Please provide a sample copy of your Agreement(s).
- Describe the Implementation Process. How will this program be successful?

Please remit completed questionnaire and supporting documents to:

Michelle Beebe, Vice President Small Business Services
michelle.beebe@sbam.org

