



VENDOR PARTNER REQUEST FOR PROPOSAL

BRINGING VALUE TO THE MICHIGAN SMALL BUSINESS COMMUNITY

The Small Business Association of Michigan (SBAM) is pleased to have the opportunity to bring your product and service offering to our members through a vendor partnership.

SBAM is dedicated to enhancing the success of Michigan's small businesses by providing valuable resources, advocacy, and support. We are looking for partners who can offer innovative products and services that align with our mission and provide significant value to our members.

SBAM is a leading association representing over 35,000 small businesses in all industry types located throughout the entire state of Michigan. The SBAM membership is large and diverse and ranges in size from sole entrepreneurs to businesses with hundreds of employees. The average size of our membership is 20 full-time employees.

Our mission is to help small businesses succeed by providing advocacy, resources, and support. We offer a wide array of services, including employee benefits, business resources, and networking opportunities with the goal to create a thriving small business community in Michigan.



STEPS TO BECOME AN APPROVED PARTNER

Potential vendor partners go through a structured process that includes screening, formal review, due diligence, and leadership approval. Only those that demonstrate statewide reach, strong member value, and revenue alignment with SBAM are approved, followed by onboarding and ongoing performance evaluation.

1. Preliminary Screening

- SBAM conducts an initial review to confirm baseline eligibility:
 - Statewide service capability
 - Multi-industry relevance
 - Established business credibility
- If the vendor does not meet these core thresholds, they may be redirected to content contributor opportunities instead

2. Formal Proposal Submission

- Vendor provides detailed information, including:
 - Product/service overview
 - Michigan coverage and scalability
 - Pricing structure and proposed member advantage
 - Client references and performance track record
 - Proposed partnership model (revenue share, sponsorship, etc.)

3. Internal Review & Evaluation

- Cross-functional SBAM review
- Evaluation against SBAM criteria:
 - Member value and differentiation
 - Revenue potential
 - Strategic alignment
 - Operational readiness and support model

4. Due Diligence & Validation

- Reference checks and reputation review
- Validation of pricing advantage and service claims
- Compliance, legal, or contractual review (as applicable)

STEPS TO BECOME AN APPROVED PARTNER (CONTINUED)

5. Partnership Structuring

- Define terms of the relationship:
 - Member offer (discounts, exclusive pricing, etc.)
 - Revenue model for SBAM
 - Marketing and exposure expectations
 - Performance expectations and KPIs

6. Approval

- Proposal is presented to the SBAM Membership Governance Council and one of the following will occur:
 - Membership Governance Council approves the benefit,
 - Membership Governance Council chooses whether to request RFP from other businesses/members for comparisons, or
 - Membership Governance Council decides the offering is not suited for our members at this time.
- If your proposal is approved by the Council, it will be presented to SBAM Board of Directors for final approval
- Sign a mutually-agreed upon vendor partner contract

7. Onboarding & Launch

- Vendor is formally onboarded as an SBAM-Approved Partner :
 - Marketing and communication plan activated
 - Listing/visibility on SBAM platforms
 - Integration into Academy (if applicable), events, or member outreach

8. Ongoing Performance Management

- Regular review of:
 - Member engagement and satisfaction
 - Revenue performance
 - Service quality and responsiveness
- Continued status is contingent on meeting SBAM standards

PROPOSAL REQUIREMENTS

Overview of Proposed Product/Service:

- Provide a detailed description of the product or service you are proposing.
- Explain how your product/service aligns with SBAM's mission and goals.
- Highlight the unique features and benefits of your product/service.

Business Case:

- Explain why you want to do business with SBAM.
- Describe how your product/service will improve the success of Michigan's small business members.
- Provide evidence of the effectiveness of your product/service, including case studies or testimonials.

Revenue Model:

- Outline the cost structure for SBAM members and the association.
- Provide a detailed breakdown of pricing, including any discounts or special offers for SBAM members.
- Explain the revenue-sharing model, if applicable.

References:

- Provide references from current or past clients who can speak to the quality and effectiveness of your product/service.
- Include contact information for each reference.

Business Support Model:

- Describe the support model you will provide to SBAM members.
- Explain how you will ensure a high level of customer satisfaction and support.
- Outline any training or resources you will provide to help members maximize the value of your product/service.

SUBMISSION METHOD

Please send your proposals to:

Kellie Neiryndck, Senior Director of Products and Services
kellie.neiryndck@sbam.org

Subject line: RFP for <<YOUR COMPANY NAME>>

EVALUATION CRITERIA

Coverage Offering (30%) – Breadth and depth of core and optional coverages.

Pricing (20%) – Affordability and transparency of pricing structure.

Customization (15%) – Ability to tailor coverage to the diverse needs of SBAM's membership.

Customer Management (15%) – Efficiency, transparency, and member satisfaction with enrollment processes.

Technology and Support (10%) – Quality and usability of technology platforms and customer service.

Vendor Experience and Reputation (10%) – Proven track record and financial stability.

TERMS & CONDITIONS

SBAM reserves the right to accept or reject any or all proposals.

All submitted proposals become the property of SBAM.

Proposals must remain valid for a period of 90 days from the submission deadline.

Any costs incurred in preparing the proposal are the responsibility of the vendor.

COMMITMENT TO MARKETING & COMMUNICATIONS EFFORTS

Small business owners are extremely focused on running their business and getting them to pay attention to benefit opportunities can be a challenge. We know that persistence in keeping our products and services in front of our members is critical and will result in the increased interest and activity we are all seeking.

Through our vendor partnership contract, we combine our efforts to align and achieve our goals. To accomplish this, our team proposes a combination of sponsorships, marketing, and communications funded through a shared arrangement between SBAM and our partner vendor.

SBAM's marketing and communications commitment to the vendor partnership includes the following, at **no cost to your company**:

- Website page from top navigation menu
- Monthly organic and paid social media posts on Facebook and LinkedIn (12 per year = \$5,700)
- MLive Digital Advertising (\$2,000 per monthly campaign)
- SBAM Product & Services email – Targeted by persona, company size, member level and industry to 34,000+ members (4 per year)
- SBAM Products & Services email banner ad - 700x300 (4 per year = \$640)
- SBAM Agent email articles (6 per year)
- SBAM Agent email banner ad - 700x300 (4 per year = \$640)
- Small Business Weekly email banner ad - 700x300 (4 per year = \$640)
- Articles shared in Small Business Weekly email, social media and www.sbam.org/News (4 per year = \$2,200)
- SBAM Focus magazine half page ad – digital and print (6 issues = \$4,380)
- SBAM Focus magazine articles – digital and print (2 per year)
- Insured Members Billing Stuffer - 3.5" x 8.5" (2 per year)
- Educational webinar hosted by SBAM – recorded and posted on YouTube channel, archived on website (4 per year = \$2,000)
- Small Business Briefing interview with Brian Calley (1 per year)
- Small Business Podcast interview (1 per year = \$400 value)

FINANCIAL INVESTMENT FROM OUR PARTNER VENDORS

We've found that our most successful product and service partnerships are those in which both teams are continuously engaged and financially invested.

In addition to the marketing and communication efforts outlined on the previous pages that SBAM will manage and pay for, we require you to commit to providing additional funding for sponsorship and advertising.

It is our expectation that by nurturing our mutually beneficial relationship through all of these combined efforts, we will experience increased exposure and revenue.

Below are SBAM's sponsorship opportunities:

SPONSORSHIPS

MICHIGAN CELEBRATES SMALL BUSINESS SUMMIT AND AWARDS GALA

An action packed, 2-day event, with multiple opportunities, from attendance to sponsorship, to network with peers from across the state of Michigan.

Networking Opportunities: Connect with small businesses, fellow entrepreneurs, award winners, and industry leaders from across Michigan, fostering valuable relationships and potential collaborations.

Small Business Summit: Participate in the Small Business Summit, which includes educational sessions designed to provide insights into current business trends and strategies, a luncheon, and robust expo hall.

VIP Reception: Toast to the success of the 90 Michigan Celebrates Small Business award winners at our VIP reception.

Capitol Day: Gain insights into legislative matters impacting your operations at our Capitol Day, featuring special guest speakers and a Capitol tour!

Celebration of Excellence: Attend the Awards Gala, celebrating the achievements of Michigan's small businesses, drawing inspiration from their success stories, and enhancing your business's reputation through association with this prestigious event.

Sponsorship: Starting at \$1,000

SPONSORSHIPS (CONTINUED)

SBAM LEADERSHIP COUNCIL EVENTS

The SBAM Leadership Council is a special, secret group formed over 10 years ago by small business owners. This is a statewide network of over 200 second-stage small business owners from all across the state, and they are in the prime of their careers. This group of owners are genuinely interested in connecting with peers and growing their network, not so much selling their products and services. But, the selling does happen once relationships are formed, which makes this group that much more powerful!

SBAM brings the Leadership Council together three times a year for in-person events that include education and peer-to-peer connection in a safe space. As a sponsor you will have the opportunity for exposure and engagement during each event.

Sponsorship: \$2,500 annually.

OWNER2OWNER MEETINGS

Commit to sponsoring and gain exclusive regional networking opportunities for small business owners. Owner2Owner events will offer the opportunity to network, share experiences, gain knowledge and leverage the power of small businesses in their region.

We host 2-3 events annually in each of our ten regional engagement zones. Each regional O2O meeting will feature components of networking, education, and small business advocacy awareness. These events are designed exclusively for small business owners to meet and connect.

Sponsorship: \$2,500 per region for three events per year.

GOLF OUTING BENEFITING THE SBAM FOUNDATION

SBAM Golf Outing

The SBAM golf outing is held in late Summer and gives you the opportunity to network with members and enjoy a beautiful day of golf. Proceeds go to the SBAM Foundation which provides research and publications in connection with entrepreneurship, training and education on entrepreneurship, and an in depth analysis of the entrepreneurial environment.

Sponsorship: Starting at \$500

SPONSORSHIPS (CONTINUED)

ANNUAL MEETING

Held in June, the SBAM Annual Meeting is one of the most high-profile annual gatherings, bringing together 200–250 of Michigan’s most engaged small business owners, civic leaders, policymakers, and partners for a half day of insights, celebration, and connection.

Sponsorship: Starting at \$1,000

ADVERTISING

In addition to sponsorships, SBAM offers you several options for advertising opportunities in print, email, social media, and on our website. SBAM VIP members and Friends of Small Business members receive a 5% discount on advertising rates; SBAM Elite members receive a 10% discount. These are options that you can purchase to complement the ads SBAM will already be placing on your behalf for free.

ADVERTISING RATE GUIDE

