



## Why does Kinexus need you?

### TO SPREAD ECONOMIC VITALITY IN SOUTHWEST MICHIGAN

At Kinexus we think of ourselves as a hub of change agents who connect people, investments, and organizations with strategies and services that make our region a great place to live, work, and play.

How does that work? Kinexus pinpoints challenges and issues that keep our region from thriving, and addresses gaps in workforce, community and business development. Thus, our projects and programs focus on providing resources and training to upskill and develop the local business community. Financially supporting all of the programs and services necessary to keep the region moving forward is a continual challenge. That's why our nonprofit is seeking partners like yourself to invest in the growth of the southwest Michigan region through event sponsorships.

If your organization has interest in sponsoring any of our upcoming events, please contact Kinexus Business Consultant Jeff Hannan at [hannanj@kinexus.org](mailto:hannanj@kinexus.org) or 269.927.1064, x1171.

## Sponsorship packages per event

### HOW YOU CAN MAKE AN IMPACT

#### Presenter Sponsor



PRESENTER

- Opportunity to kick-off the event and speak to attendees for three minutes about your company
- Company name and logo incorporated into all event advertising, including all print advertising, radio spots, posters/flyers, e-mail blasts, and social media. Complimentary admission for five employees to attend sponsored event
- Five hours worth of complimentary industry market research conducted by a Kinexus data analyst
- Complimentary financial analysis of your company

Investment: \$500

#### Premier Sponsor



PREMIER

- Company name and logo on handouts used in the presentation
- Complimentary admission for three employees to attend sponsored event
- Five hours worth of complimentary industry market research conducted by a Kinexus data analyst
- Complimentary financial analysis of your company

Investment: \$250

#### Supporting Sponsor



SUPPORTING

- Complimentary admission for one employee to attend sponsored event
- Two hours of complimentary industry market research conducted by a professional Kinexus data analyst
- Complimentary financial analysis of your company

Investment: \$100

## Calendar of 2015 events

### WHAT WE'VE GOT PLANNED THIS YEAR

Date	Event	Presenters	Time & Location
March 25	Meet the Lender	Jeff Hannan, Kinexus; Brian Picarazzi, Small Business Administration	9:00 a.m. - noon Kinexus
This forum is an ideal setting for current business owners to evaluate their pitch, especially if they are struggling to find additional funding for growth, and for entrepreneurs to understand what potential lenders look for when making investment decisions.			
April 22	Kinexus Presents! How Businesses Create, Develop, and Protect Intellectual Property	Eric Misterovich, Revision Legal	11:30 a.m. - 1:00 p.m. Kinexus
Businesses of all size possess valuable intellectual property. From the name of your business to your competitive edge, intellectual property fuels company performance, but is often left unprotected. This presentation is intended to provide a common sense understanding of trademark, copyright, trade secret, and patent protection.			
May 20	Kinexus Presents! Accelerate: A Focus on second-stage entrepreneurs	Penny Lewandowski, Edward Lowe Foundation	11:30 a.m. - 1:00 p.m. Kinexus
With established products, strong customer bases, and stable finances, second stage growth entrepreneurs have different needs than they did in their formative years. This presentation by the renowned Edward Lowe Foundation will offer insights on accelerating growth and increasing profitability for companies in their second stage.			
June 10	Launch Point: Finding Entrepreneurial Success	Jeff Hannan, Kinexus	6:00 p.m. - 7:30 p.m. Kinexus
This class will offer aspiring entrepreneurs an opportunity to learn the fundamentals of starting and owning a small business in Michigan. Kinexus Business Consultant Jeff Hannan will teach attendees how to write a comprehensive business plan in order to set goals, determine necessary resources, and foresee potential problems.			
July 22	HR 101 - Talent Attraction for Growing Companies	Sheri Welsh, Welsh & Associates	8:30 a.m. - 10:00 a.m. Kinexus
Highly successful companies recognize that their most important asset is their people. How do you transform your company into a talent-centric organization where the best and brightest want to work? Sheri Welsh of Welsh & Associates will answer this important question and many more in the first of three sessions on human resources.			
August 19	Know Your Numbers	Jeff Hannan, Kinexus; Brian Picarazzi, Small Business Administration	9:00 a.m. - noon Kinexus
Know Your Numbers is designed for business owners and key staff who want to have a better understanding of how to use their financial statements. The course will identify opportunities and challenges with your balance sheet and income statement, discuss ways to increase your company's cash flow, apply break-even analysis to improve decision making, help you understand and plan working capital to support your growth, and strengthen your partnership with your lender.			
September 16	HR 201 - Managing the Realities of the Affordable Care Act	Charles Russman, Bodman Law	8:30 a.m. - 10:00 a.m. Kinexus
Understanding and complying with the Patient Protection and Affordable Care Act (PPACA) remains a challenge for new and established small business owners and HR professionals. This class will focus on understanding how to properly comply with PPACA.			
October 21	HR 301 - From Values to Vision, Creating a Company Culture	Brad Black, HUMANeX	8:30 a.m. - 10:00 a.m. Kinexus
The final installment of the Kinexus HR series takes a look at creating an inspiring and innovative corporate culture. Brad Black, President of HUMANeX, will help attendees understand how to properly survey and measure the existing climate within the workplace and provide useful tips to create a positive culture that promotes employee engagement and buy-in.			