

## New North, Inc. Investment Benefits by Tier

New North, Inc. is a 501(c)3 nonprofit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region.

**Vision:** To be nationally and globally competitive for personal, community and economic growth.

**Mission:** To be the catalyst for regional prosperity for all through collaborative action.

## Contributing - \$1,000 up to \$2,500

### Leadership & Engagement Opportunities

Investors at all levels are eligible to serve on New North's working committees, including: Talent, Diversity, Equity & Inclusion, New Launch Alliance, Marketing & Branding, New North Summit Planning, NEW Digital Alliance, NEW Construction Alliance, NEW ERA, Global New North.

### Workforce Recruitment and Training Support

As you work to attract, develop, and retain key talent, New North serves as an important partner in recognizing workforce needs, sharing information and resources, and developing the workforce in our region. We have connections to talent resources and training institutions to meet your talent needs, and we can offer additional referral support. In addition, New North offers recruitment resources that include collateral, regional statistics and videos.

### Referrals

While assisting growing companies, New North often refers business to Investors and provides direct introductions for business development opportunities. Current target sectors New North is focusing on include:

- Advanced Manufacturing
- Biohealth
- Broadband Access
- Data Centers site location
- Defense Supply Chain
- Energy, Power and Control
- Education & Upskilling
- Exporting and Importing
- Food & Beverage
- Forest Products; pulp, paper & converting
- Transportation & Logistics

## Website

- Full-color company logo and URL link on the New North website
- Direct link to your career opportunities page on our site

## Research and Data Services

As an investor, you have access to New North's extensive research and a wide array of informational databases for regional statistics, including:

- Proprietary data regarding the area labor demographics, industry trends, opportunity zones, top employers, wage information, location quotients, infrastructure and more
- Invitation to two investor-exclusive, economic intel events sharing industry trends and workforce statistics for our region, state and nation.

## New North News

Daily e-newsletter of regional business news and announcements with over 1800 active subscribers

- New investors are highlighted with full-color logo placement and link to company website
- You are highlighted at least once per year, featuring investment level, full-color logo, link to your company website
- You may contribute news, upcoming events, and company announcements by emailing releases and content to [renee.torzala@thenewnorth.com](mailto:renee.torzala@thenewnorth.com)

## New North Social Media

New North highlights investors in social media posts with news, upcoming events, and company announcements.

- We actively engage with businesses, site selectors and multiple demographics in:
  - Linked In (over 4,500 followers)
  - Facebook (1,800 followers)
  - Twitter (4,500 followers)
  - Instagram (950 followers and growing)

## Co-Branding Opportunities

New North encourages investors to leverage the More YOU in NEW campaign, talent attraction videos and other resources as part of a collaborative effort to build regional recognition and advance strategic opportunities.

- Investors are invited to co-brand with New North, using the New North's brand mark on company signage, print, web, talent attraction videos and event merchandise

## Mid-Year and Annual Report to the Community

New North publishes two organizational reports, including the Mid-Year report (July) and the Annual Report (December)

- Each report lists your company name and level of investment.
- The reports are distributed to over 11,000 contacts as part of Insight Magazine, as well as online.

## Special Event Invitations and Recognition

- New North's Annual Summit is attended by nearly 600 professionals, elected officials and community leaders, and is the largest economic development conference in the region
- All Investors are recognized at the Summit in multiple locations throughout the event
- Special invitation to the annual Investor Appreciation Event
- Programs and gatherings throughout the year relevant to regional prosperity and networking among investors

## Partnering - \$2,500 up to \$5,000

Contributing level benefits, plus:

- Research and data assistance that include sample reports and resource training
- Opportunity to host Investor Event or New North board meeting
- Opportunity to be featured in social media testimonial and/or talent attraction video
- Logo included in the mid-year report
- Logo included in the annual reports
- Logo included on Summit materials and slides

## Sustaining - \$5,000 up to \$10,000

Contributing and Partnership level benefits, plus:

- **Promotion:** Increased engagement on social media platforms and featured up to 2 times in the New North News
- **Investor Field Trips:** You are invited to host New North field trips to your company headquarters or business locations to showcase to make connections with key leaders in the New North region
- **Photos:** You are invited to share company photos and professional photography of business facilities, projects, employees and more to New North, Inc. Throughout the year, we will highlight your projects and news in the New North News and in social media networks
- **New North Summit Sponsorships:** You have first opportunity to take advantage of Summit sponsorship packages that include a host of high-visibility promotional opportunities for your business

## Founding - \$10,000 up to \$15,000

Contributing, Partnership and Sustaining level benefits, plus:

- **Promotion:** Increased engagement on social media platforms and featured up to 3 times in the New North News
- **New North Summit:** Recognition from the podium, and prominent placement in the Summit program
- **Engagement:** Collaborate on specific project or program
- **Board of Directors.** Opportunity to serve on the board of directors

*The New North board is made up of 40 members. Board membership is determined by the Board Development Committee and availability of open seats.*

## Visionary - \$15,000 up to \$25,000

Contributing, Partnership, Sustaining and Founding level benefits, plus:

### Website:

- Logo listed as top investor of New North on scrolling ribbon at the bottom of every page on the website.
- Ability to display New North "Top Investor" badge on your company website and/or collateral materials.



- **Promotion:** Increased investor recognition and promotion on New North, Inc.'s social media platforms and featured up to 4 times in the New North News.
  - Highlighted in New North Marketing Collateral and social media as a top investor
  - Opportunity to have company literature displayed at New North, Inc. events
  - Digital Sticker added to company tile on the New North jobs page recognizing level of investment

## Leadership - \$25,000 up to \$30,000

Contributing, Sustaining, Founding and Visionary level benefits, plus:

- **Promotion:** Increased investor recognition and promotion on New North, Inc.'s social media platforms and featured up to 5 times in the Investor spotlight of the New North Newsletter a year.
  - Featured ad in the New North Summit program
  - Special recognition at the Investor Appreciation event

## Champion - \$30,000 up to \$50,000

Contributing, Partnership, Sustaining, Founding, Visionary and Leadership level benefits, plus:

- **Promotion:** Increased investor recognition and promotion on New North, Inc.'s social media platforms and featured up to 6 times in the Investor spotlight of the New North Newsletter a year
- **Engagement:** Special invitation to exclusive round table discussions

## Platinum - \$50,000 and up

Contributing, Partnership, Sustaining, Founding, Visionary, Leadership and Champion Level benefits, plus:

- **Promotion:** Increased investor recognition and promotion on New North, Inc.'s social media platforms and featured up to 7 times in the Investor spotlight of the New North Newsletter a year.
  - Recognized as Platinum (highest-level) investors at New North events and on social media platform