

2024 MVCA Membership Rates & Benefits

The MVCA is comprised of firms and professionals dedicated to the development, growth, and sustainability of Michigan's entrepreneurial and investment community.

In 2024, our key focuses encompass:

- **Venture Fellows Program:** In 2023, MVCA relaunched the program to attract and retain investment professionals in Michigan by matching emerging talent with local venture capital firms, with an increased focus on diversity, equity, and inclusion. Additionally, we will develop educational resources for program participants and extend this valuable content to all of our investor members.
- **Advocacy:** Developing a comprehensive and proactive strategy to enhance engagement with the Michigan legislature, emphasizing the enduring significance and worth of venture capital, along with early-stage funding, within the state's entrepreneurial landscape.
- **Diversity, Equity & Inclusion:** Further extend our endeavors to establish a prominent position as advocates for diversity in entrepreneurship and investment, by crafting accessible resources that our members can leverage.
- **Programming:** Organizing top-notch networking occasions to bring together the entire ecosystem, all the while delivering valuable educational materials to our members. Establishing connections and fostering relationships with angel and venture investors through purposeful collaborations, meetings, and networking gatherings.

ANGEL INVESTORS

Membership Fee: \$360

One individual may register under the membership.

Benefits:

- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Opportunity to serve on the MVCA Board of Directors and committees

ANGEL NETWORK ORGANIZATIONS

Membership Fee: \$600

Up to four individuals may register under the organization's membership. Individuals must be employed at the organization. *Additional professionals over four may be added to the membership at a cost of \$270 each.*

Benefits:

- Exclusive invitations to network at MVCA events
- Exclusive promotion of your organization's events, marketing programs, and news using MVCA's popular social media platforms
- Exposure on the association website and Michigan Entrepreneurial & Investment Landscape Guide
- Participation in legislative and media outreach
- Opportunity to serve on the MVCA Board of Directors and committees

VENTURE CAPITAL FIRMS

Membership Fee: Tiered

Venture capital firms pay dues tiered by their total assets under management or if they are a specific type of fund.

- Less than \$10M: **\$605**
- Between \$10M - \$25M: **\$1,820**
- Between \$25M - \$100M: **\$3,035**
- More than \$100M: **\$4,620**
- Out of state venture capital firms: **\$1,160**
(No office or people in Michigan)

Up to four individuals may register under the organization's membership. Individuals must be employed at the organization. *Additional professionals over four may be added to the membership at a cost of \$270 each.*

Benefits:

- Exclusive invitations to network at MVCA events
- Exclusive promotion of your organization's events, marketing programs, and news using MVCA's popular social media platforms
- Exposure on the association website and Michigan Entrepreneurial & Investment Landscape Guide
- Access to available talent programs (e.g., MVCA Venture Fellows Program)
- Participation in legislative and media outreach
- Participation and exposure in the MVCA Research Report (funding dependent)
- Opportunity to serve on the MVCA Board of Directors and committees

FUND OF FUNDS, FOUNDATIONS, AND OTHER INSTITUTIONAL INVESTORS

Membership Fee: \$4,620

Up to four individuals may register under the organization's membership. Individuals must be employed at the organization. *Additional professionals over four may be added to the membership at a cost of \$270 each.*

Benefits:

- Exclusive invitations to network at MVCA events
- Exclusive promotion of your organization's events, marketing programs, and news using MVCA's popular social media platforms
- Exposure on the association website and Michigan Entrepreneurial & Investment Landscape Guide
- Participation in legislative and media outreach
- Participation in the MVCA Research Report (funding dependent)
- Opportunity to serve on the MVCA Board of Directors and committees

ECONOMIC DEVELOPMENT ORGANIZATIONS AND UNIVERSITY PARTNERS

Membership Fee: \$1,915

Up to four individuals may register under the organization's membership. Individuals must be employed at the organization. *Additional professionals over four may be added to the membership at a cost of \$270 each.*

Benefits:

- Exclusive invitations to network at MVCA events
- Exclusive promotion of your organization's events, marketing programs and news using MVCA's popular social media platforms
- Exposure on the association website and Michigan Entrepreneurial & Investment Landscape Guide
- Opportunity to advertise in the MVCA Research Report (funding dependent) and Michigan Entrepreneurial & Investment Landscape Guide
- Participation in legislative and media outreach
- Opportunity to serve on the MVCA Board of Directors and committees

CORPORATE VENTURE CAPITAL

Membership Fee: \$4,620

Up to four individuals may register under the organization's membership. Individuals must be employed at the organization. *Additional professionals over four may be added to the membership at a cost of \$270 each.*

Benefits:

- Exclusive invitations to network at MVCA events
- Exclusive promotion of your organization's events, marketing programs, and news using MVCA's popular social media platforms
- Exposure on the association website and Michigan Entrepreneurial & Investment Landscape Guide
- Participation in legislative and media outreach
- Participation in the MVCA Research Report (funding dependent)
- Opportunity to serve on the MVCA Board of Directors and committees

DE&I FOCUSED INVESTORS

Membership Fee: Complimentary

For new MVCA members with less than \$15 million AUM that have a core strategic focus on underrepresented founders and entrepreneurs throughout Michigan, or that have greater than 50% fund/GP ownership by individuals representing BIPOC, female, and/or LGBTQ+ communities, membership fees may be waived upon review of qualifications.

The Michigan Venture Capital Association (MVCA) is a non-profit trade organization designed to bring together venture capital industry participants in the state of Michigan.

The organization's goal is to grow and sustain a vibrant venture capital community in Michigan.

MVCA membership includes private and corporate venture capital funds, angel investors, universities and economic development organizations, and service providers.

More than 400 individuals are members of MVCA, representing 100+ organizations across the nation.

As a valued service provider in the industry, you have the opportunity to join MVCA as a Bronze, Silver, Gold, or Platinum member. Each category provides the opportunity for up to four employees to register as part of your MVCA Service Provider Membership. Additionally, MVCA limits the number of service providers accepted into the membership to ensure that service provider members are guaranteed superior relationship building opportunities. Review each of the membership categories and related benefits to determine which category is the best fit for your organization's goals.

Benefits:

- Exclusive invitations to network at MVCA Events. MVCA hosts over 500 people annually from across the entrepreneurial and investment landscape at its events.
- Avg. 50-75 participants per event**
- Listing in the Michigan Entrepreneurial & Investment Landscape Guide, including contact information and acknowledgment of your organization's membership level.
 - Exclusive promotion of your organization's events, marketing programs, and news using MVCA's popular social media platforms.
 - Logo placement on MichiganVCA.org, which attracts over 20,000 unique views annually and is the "go-to" site for information about the entrepreneurial and investment community in Michigan.
 - Exclusive business development opportunities, including participation in MVCA panel discussions, focus groups, blog posts and newsletters.
 - MVCA will produce one professionally developed two-minute video profile of your firm. These videos will be distributed via the MVCA website, social media platforms, and potentially in-person events where applicable. This is a one-time offer to new 2024 service providers.
 - Each service provider will have the opportunity to deliver a 30-minute presentation to the current MVCA Board of Directors (based on date and time availability).
 - Your firm will receive logo recognition on each webinar conducted by the MVCA. Webinars are recorded and available on YouTube. Where applicable, service providers may have opportunities to be webinar guests.

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Benefits:

- Your firm will have the opportunity to create and promote a customized webinar through the MVCA. This webinar session will allow your firm to educate the MVCA membership about your products/services.
- Michigan VCTalk is a podcast series. Each episode focuses on thought-leader guests that are making a difference in the Michigan ecosystem. Service providers at this level have the opportunity to be interviewed for a future episode.
- **Michigan Entrepreneurial & Investment Landscape Guide:** This online guide is Michigan's only compilation of angel organizations, venture firms, entrepreneurial support organizations, and service providers that are active in the Michigan entrepreneurial and investment community. Available to over 1,500 investors, entrepreneurs, legislators, and media during MVCA events and outreach trips; digital distribution reaches 20,000 unique visitors.
- **MVCA Annual Awards Dinner:** The state's largest gathering of angel and venture investors takes place in the fourth quarter each year to celebrate Michigan's entrepreneur and investor successes. Before an audience of state, regional, and national standouts, MVCA recognizes the individuals and organizations that have made exemplary contributions or hit remarkable milestones in the state.
Avg. 240 participants
- **EntrepreneurConnect - Meeting VCs:** MVCA investor members and economic development organizations are encouraged to invite a select group of entrepreneurs that may currently be fundraising or venture-funding ready for this unique networking opportunity.
Avg. 75-100 participants

PLATINUM \$20,000 (\$40,000 value)	GOLD \$13,000 (\$25,000 value)	SILVER \$10,000 (\$20,000 value)	BRONZE \$8,000 (\$16,000 value)
Listing in the guide A banner ad on the online portal	Listing in the guide A banner ad on the online portal	Listing in the guide A banner ad on the online portal	Listing in the guide A banner ad on the online portal
10 tickets Premium signage placement in the reception area and during dinner Logo displayed in the program Logo scrolling during dinner Present one MVCA award 10 drink tickets	8 tickets Signage placement in the dinner area Logo displayed in the program Logo scrolling during dinner 8 drink tickets	6 tickets Signage placement in the dinner area Logo displayed in the program Logo scrolling during dinner	4 tickets Signage placement in the reception area Logo displayed in the program Logo scrolling during dinner
6 tickets Opportunity to speak at the event Signage placement at the event Logo on all marketing materials	4 tickets Signage placement at the event Logo on all marketing materials	4 tickets Logo on all marketing materials	4 tickets Logo on all marketing materials

If you are interested in joining MVCA at one of the above levels, please contact Ara Topouzian, Executive Director at Ara@MichiganVCA.org