



Michigan Women's Marketplace

MICHIGAN'S ONLINE WOMEN'S BUSINESS COMMUNITY

RESOURCE PARTNER AGREEMENT

Thank you for considering partnership with the Michigan Women's Marketplace
Please review and complete the following agreement.

If you have any concerns or questions please contact:
Deb Loeser, dloeser@greatlakeswbc.org

734.838.3860



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Resource Partner Application Checklist

To become a partner organization of the Michigan Women's Marketplace, please prepare the following documents for your application:

- A signed Resource Partner Agreement

- A completed and signed Resource Partner Information Form

- A current schedule of upcoming events sponsored by your organization
(You may use the attached Event Information Form if you do not have a calendar created)

- A Photo or logo to include on the MWM website

Please send all materials to:

Attn: Deb Loeser
Michigan Women's Marketplace
33109 Schoolcraft Road
Livonia, MI 48150
734.677.1400
734.677.1465 Fax
dloeser@greatlakeswbc.org

Michigan Women's Marketplace

Resource Partner Agreement

The Michigan Women's Marketplace (MWM) is Michigan's premiere online women's business education and information community center. This community – comprised of a directory of women business owners, a calendar of events, and a list of business resources – can be a catalyst in generating business-to-business opportunities, strategic alliances, informal mentoring relationships, and discussions on issues common to all women business owners. By creating the most comprehensive directory of Michigan women business owners, the MWM can reach a greater percentage of women business owners and inform them of a variety of services and business opportunities provided by the women business organizations throughout Michigan; and women business organizations can use the MWM to generate greater visibility of their organizations to women business owners. The MWM can also be used as an outreach tool for program and event attendance.

The MWM will not succeed without the dedication and care of all involved. The structure of the MWM and the responsibilities of all partner organizations are listed below.

1. Operations

The MWM website is maintained by the MWM Manager, staffed by the Great Lakes Women's Business Council. The responsibilities of the MWM Manager include, but are not limited to, daily maintaining the website and supporting promotional efforts of partner organizations.

2. Purpose for Partnership

The major women's business organizations in the state represent less than 5% of the 263,000 women business owners in the state. Collaboration of outreach efforts can create a vehicle to inform the other 95% of women business owners about women's business organizations along with services such as conferences, expos, networking events, and training opportunities.

3. Benefits of Partnership

Each partner organization receives a page on the MWM website to provide a profile of the organization's programs and services as well as a link to the organization's website. In addition, all events sponsored by a partner organization are promoted through the state-wide events calendar.

4. Requirements for Partnerships

There is no charge to become a partner organization, instead partner organizations are expected to promote the website to their members and provide up-to-date schedules of events in the following manner:

SITE PROMOTION

- a. Distribute brochures and other promotional materials provided by the MWM Manager to all current and new members.
- b. Forward promotional emails to members and other relevant contacts.
- c. Include a promotional article in organization newsletters and/or other publications.
- d. At least once per year, allow the MWM Manager to present the MWM and register new users at an event sponsored by the organization.
- e. Establish a link from the partner organization's website to the MWM website.
- f. Provide proof of site promotion by submitting copies of articles and emails to the MWM Manager.

EVENT INFORMATION UPDATES

- a. Send schedule of upcoming events to MWM Manager with signed Participation Agreement and Organization Information form for initial data input.
- b. Add new event information to the MWM calendar on a regular basis after initial event data input. Each partner organization will receive training and instructions on how to add event information to the calendar.

5. Advisory Committee Meetings

The Advisory Committee consists of the MWM Manager, the Executive Director of Great Lakes Women Business Council, and an appointed contact person from each partner organization. The Advisory Committee will hold quarterly conference calls to assess the status of the MWM. The MWM Manager will provide traffic information, number of registered members, and other relevant information, and the Committee will have the opportunity to share strategies, provide feedback, and offer suggestions for further development of the MWM.

6. Termination of Participation

If a partner organization chooses to dissolve its partnership with the MWM, the organization must notify the MWM Manager. The Manager will then remove all information relating to the organization, including organization name, logo, description, contact information, and events, from the MWM website.

7. Grounds for Expulsion

Each partner organization is required to abide by the terms of this agreement. Failure to abide by the terms in this document or law is cause for expulsion from the MWM. A partner organization may be removed by the MWM Manager if the organization repeatedly fails to show proof of MWM promotion, submit upcoming events to calendar, and take part in Advisory Committee meetings. In addition, if the activities of a partner organization become inconsistent with the purposes of the MWM, the Advisory Committee shall have the right to expel such partner organization by majority vote in which participation by the member organization shall terminate within 30 days.

8. Exit Clause

If at any time the focus and purpose of the MWM changes, and business will no longer be conducted on the site, all partner organizations will be given a 30-day notice.

I have read the terms of the Partner Organization agreement of the Michigan Women's Marketplace and agree to abide by these terms. I understand that any violation of these terms is grounds for the participation contract to be terminated.

Signature

Date

Name

Title

Michigan Women's Marketplace

Resource Partner Information Form

Please provide the information as you would like it to appear on the website.

Organization Name: _____

Contact Name: _____

Organization Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone #: _____ Fax #: _____

Website Address: _____

E-Mail Address: _____

Services/Programs Provided: _____

Service Area: _____

Organization Description/Mission (please feel free to attach additional sheets as necessary):

All information provided on this form is accurate and approved by:

Signature

Date

Michigan Women's Marketplace

Event Information Form

Please include the following information for all upcoming events. You may make copies of this form to complete for each event. If you already have a calendar of events created, feel free to submit that as long as it includes all the following details.

Organization Sponsoring Event: _____

Name of Event: _____

Date: _____

Time: _____

Location: _____

Cost: _____

Contact Name: _____

Contact Information (email, phone number, etc.): _____

Description of Event: _____
