

Premier Green/Wellness
Business Network Memberships



MI GREEN TEAM

Michigan's Premier Green/Wellness Network

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Announcing **MI Green Team**

MI Green Team was formed by managers of the Earth Day festivals in Rochester to promote green living, business and community through Michigan's premier green/wellness network. MGT pursues this mission by maintaining a green/wellness resources website (www.migreentem.com) with product/service and community resource directories, producing major community and educational events, providing consumer and B2B incentive programs, and by making other year-round efforts to connect non-profits, government programs and businesses to the media and public. Joining **MI Green Team** will promote your visibility and image, and highlight your commitment to sustainability.

Membership Levels

Level (Annual Fee) – Benefits

All-Star (\$1000) - Premier
Champion (\$500) - Priority
Leader (\$250) - Preferred
Starter (\$100) – Standard
Roster (\$0) – Free Listing

The Growth of a Premier Network

MI Green Team management staff have a record of for-profit and non-profit success, including business creation and management, organization of national conferences, and production of one of America's largest annual green events. In April 2006, **MI Green Team** managers co-founded the Earth Day event at Oakland University. After three years of steady growth at OU, a partnership with the City of Rochester brought the Earth Day event to "Main Street," where it grew to over 50,000 attendees and 200 exhibitors. In May 2011, MGT will produce the **Green Living Festival** in Rochester and will leverage the popular green "brand".

Why Green?

*The word "green" gets thrown around a lot these days, but it's clearly become a fixture in the popular culture. It describes a positive response to unsustainable practices that have adversely impacted our quality of life. For **MI Green Team**, "green" is an inclusive agenda to combine economic, environmental and community benefits.*

Benefits of **MI Green Team** Membership

Businesses and organizations committed to a brighter, greener future are invited to join **MI Green Team**. Several membership levels are available, each offering:

- ∞ **Recognition** of your association with Michigan's premier green/wellness network, its high-profile supporters, and its marketing and publicity which creates millions of impressions
- ∞ **Exposure** to a growing market of health- and eco-conscious consumers, eager to learn about healthy, earth-friendly and socially-responsible products, services and programs
- ∞ **Sales** prospects for your products or services, through MGT event participation, listing and advertising on the MGT website, and direct sales representation



2010 Major Sponsors

- ∞ **Community Service** through support of **MI Green Team's** efforts to foster a sustainable future and to educate the public about eco-friendly and healthy alternatives
- ∞ **Networking** to connect with others that share your vision and values, and to learn what is available to improve the sustainability of your business
- ∞ **Access** to event invitations and discounts, and to exclusive B2B discounts and offers from other MGT members

Leverage **MI Green Team** Publicity

Media Sponsorships

MI Green Team managers have developed many media sponsorships of major events, routinely generating high-profile advertising valued in six figures. These sponsorships include major daily newspapers, network TV and radio stations, community media, leading websites, as well as targeted and general-audience magazines.



2010 Media Sponsors

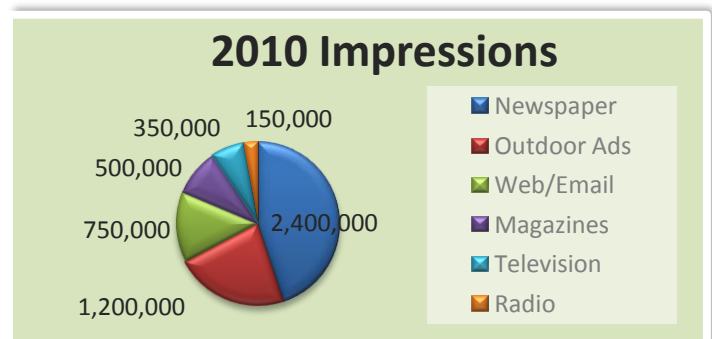
Media Coverage



Media coverage of MGT manager produced events has included live television news feeds, pre-event radio interviews, as well as many print and web articles. Many major metro Detroit media outlets have provided coverage including Fox-2 TV, the Detroit Free Press, the Detroit News, the Oakland Press, the Macomb Daily, CBS Detroit Radio and others.

Making a Big Impression

Media advertising and coverage, along with flyers, posters, outdoor advertising, social media, web/email marketing, extensive networking, and a website surpassing 60,000 hits, resulted in millions of event marketing impressions in 2010. With its year-round effort, and additional sponsors, publicity and marketing, impressions will continue to grow.



Join with Community Leaders, Celebrities & Leading Educators



MI Green Team brings together interests and leaders from across the political spectrum to promote sustainable economic and community development. Highlights of past efforts include U.S. Representative Gary Peters' presentation of Congressional Record recognition and Oakland County Executive L. Brooks Patterson's presentation of an Earth Day proclamation. Government partnerships will be expanded with local business/community groups, and county and the state agencies.

In 2010, Dr. Kevin Danaher, founder of the nation's largest green festivals, headlined a strong line-up of green & wellness speakers at the Earth Day event. Several VIPs, including comedian Dave Coulier and Fox 2's Ronnie Dahl, hosted special events. As we move forward, MGT will continue to develop green "star power".



MI Green Team managed programs have always provided generous space for environmental, community, wellness and economic development organization exhibits and programming. In 2010, additional fundraising opportunities were offered to community groups, who collected donations at event entrances and shared in these proceeds. The community and promotional benefit of the MGT programming will continue to grow as these efforts are expanded.

Connect with Michigan's Green and Wellness Consumers



The transition of green/wellness consumerism from fad to market fundamental is well underway. In virtually every industry the green segment is expanding rapidly, despite continuing economic difficulties. Green/wellness consumers, interested in eco-friendly and healthy living, have become a driving force behind how many companies do business. They are creating a new green economy based on corporate/consumer responsibility and ecological sustainability. These consumers put \$230 billion dollars into the U.S. economy last year—and those numbers are growing

fast. To find this market, look no further than **MI Green Team**, the largest green/wellness network in Michigan.

Increase Sales Through Exclusive Discount Programs

MI Green Team offers both consumer and business to business discounts programs that can increase your sales revenue without increasing your sales costs. The MGT Fan Club connects motivated local green/wellness consumers to you through exclusive listing of your discounts and offers. Your B2B offers allow fellow MGT members to purchase from you first.

Join the Team!

To register for membership, visit www.migreenteam.com, click "Green Business", then "Join the Team". Select the desired membership level - from free Listing to "All-Star" membership - and complete your application, including contact information, Green/Wellness Products & Services, Green Efforts & Leadership, and MGT Fan Club and B2B offers. Upon approval, you will be immediately eligible for all membership benefits, including free listing.

Contact Us

If you'd like more details, **MI Green Team** is available to answer your questions and discuss your specific needs. Contact MGT Member Services Manager, Janice Rex-Weaver, at janice@migreenteam.com.

Choose the Right Membership for You

Each **MI Green Team** membership level provides an effective promotional opportunity and an exceptional marketing value. The following levels, as well as custom packages, including “official” product/service designation and direct sales partnerships, are available to meet your marketing and sales goals. We look forward to working with you to grow a brighter, greener future for our community.

Feature	Business Membership Levels				
Basics					
Name	All-Star	Champion	Leader	Starter	Roster
Qty Available	10	25	100	Unlimited	Unlimited
Annual Membership Fee	\$1,000	\$500	\$250	\$100	\$0
Green/Wellness Qualifications	Product/Service + Green Strategy	Product/Service + Green Strategy	Products/ Services	Products/ Services	Products/ Services
MGT On-Line Promotions					
Provider Listing	Premier	Priority	Preferred	Standard	Basic
Website Logo Placement(s)	Home Page ²	w/ Priority Listing	w/ Listing	None	None
MGT Email Blasts	Top Listing	Listing	None	None	None
Member Events List/Email	2	1	None	None	None
MGT Advertising					
Printed Materials	Top Logo	Logo	None	None	None
Media Ads	Top Logo	Logo	None	None	None
Media Interviews	Priority	Preferred	Eligible	None	None
Press Releases	Listing	Eligible	None	None	None
Educational Events					
Introduction	Introduction	Mention	None	None	None
Free Tickets	4	2	1	0	0
Official Video	Featured	Interview	Eligible	None	None
Major/Community Events					
Top Sponsorship/ Exhibit Eligibility	Any	Major	Preferred	Standard	None
Special Event Ticket(s)	4	2	1	None	None
Early Registration	180 Days	150 Days	120 Days	90 Days	None
Business Services					
Marketing/Biz Consulting	4 Hours	2 Hours	1 Hour	\$50/hr	None
Direct Sales Partnership	Eligible	Eligible	None	None	None
Direct Email Offers	2	1	None	None	None

Contact Information



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Membership Benefit Details

Basics

- Name - MGT membership naming uses the team metaphor for familiarity and association with success.
- Qty Available – The number of preferred memberships are limited to increase their value and exclusivity.
- Annual Membership Fee – This fee is paid up front, each year. Major event sponsorship/exhibit fee pricing reflects a discount equal to or greater than the annual membership fee.
- Green/Wellness Qualifications: Each listed product & service requires MGT manager approval. For top level memberships, a strategy for environmentally-friendly and socially-responsible practices is also required.

MGT On-Line Promotions

MI Green Team maintains Michigan's leading green website – www.migreenteam.com (source: www.statbrain.com).

- Provider Listing – A free listing on the MGT Roster at is included with all membership levels. The directory is searchable by category and keyword. The order of display is determined by membership level.
- Website Logo Placement(s) – Corporate/product logo display is included for higher level memberships. The location depends upon membership level. home page logo rotator
- MGT Email Blasts – MGT sends a monthly email newsletter and occasional special announcements. Each email blast includes a list of preferred members.
- Direct Email Offers - annual email offers to entire contact list in addition to event listing/emails
- Member Events List/Email

MGT Advertising

When possible, MGT includes top members in its radio, TV, newspaper and other media advertising. Inclusion of members in MGT advertising is on a best-efforts basis and is limited by media format and other requirements.

- Printed Materials & Media Ads – When space permits, member logos are included in MGT printed materials and print/web advertising (a high-resolution or vector file is needed).
- Media Interviews – MGT encourages and facilitates participation in its media interviews by relevant members.
- Press Releases – MGT includes a listing of All-Star members and relevant Champion members in its PR.

Educational Events

MI Green Team holds many educational events throughout the year including seminars, conferences and meetings.

- Introduction – At many of these events, MGT often has the opportunity to introduce or mention its top members.
- Free Tickets – All members receive invitations to educational events, and preferred members get free admission.
- Official Video – When events are taped, MGT makes introductions and interviews available to participating top members.

Major/Community Events

MI Green Team produces some of the largest and highest-profile green/wellness community events in the country, providing unique promotional opportunities for sponsors and exhibitors.

- Top Sponsorship/ Exhibit Eligibility – Major event registration requires MGT Membership. Each membership level is associated with the top event participation allowed.
- Registration for maximum exhibit/ sponsorship available
- Special Event Ticket(s)
- Early Registration

Business Services

- Marketing/Business Consulting – MGT provides planning, business, marketing and “greening” consulting to its members at a discounted rate of \$50/hour. Free consulting hours are included in preferred memberships.
- Direct Sales Partnership – Preferred level members can elect to contract with MGT for direct sales and marketing services or partnerships. MGT is reimbursed through referral fees or sales commission.