

# MICEO



MICHIGAN CENTER FOR EMPLOYEE OWNERSHIP

**BUILDING A  
STRONGER  
MICHIGAN  
THROUGH  
EMPLOYEE  
OWNERSHIP**



**SPONSORSHIP PACKET 2025**

## ➔ **Vision & Mission**

The mission of the Michigan Center for Employee Ownership (MICEO) is to grow employee ownership in the state of Michigan by developing resources and conducting statewide activities that build awareness of employee ownership as an exit strategy for retiring business owners.

MICEO is a nonprofit organization that educates business owners and their advisors about the potential for their business to become employee-owned. We don't prescribe a predetermined outcome — we let owners and stakeholders select the succession plan that best fits their needs and circumstances.



### **WHAT WE DO**



We connect with and support those involved in employee ownership by:

- Building Michigan's employee ownership resource library through articles, videos, and blogs.
- Sharing success stories from business owners who have transitioned to employee ownership.
- Offering statewide programs, workshops, and networking events.



Providing opportunities for financial support to expand resources and outreach.

## → **WHY EMPLOYEE OWNERSHIP NOW...**

Over the next decade, more than 81,500 Michigan businesses have owners aged 55 or older. These businesses employ hundreds of thousands of Michiganders and contribute billions of dollars to the state's economy. Without a plan in place, many will close or be sold to out-of-state buyers, leading to:

- Loss of local jobs
- Reduced tax revenue for Michigan communities
- Erosion of Michigan's small business fabric

Nationally, over 4 million U.S. businesses owned by baby boomers will change hands or dissolve in the next 10 years. The economic stakes for Michigan are high. Employee ownership offers a proven solution:

- Preserves local jobs and community wealth
- Keeps businesses rooted in Michigan
- Provides selling owners with preferred tax treatment
- Increases productivity, retention, and financial stability
- Creates a culture of engagement and shared prosperity

The Michigan Center for Employee Ownership serves as the state's central hub for employee ownership education and resources. We work with business owners, their advisors (lawyers, bankers, accountants, wealth managers), and community leaders to explore employee ownership as a viable, tax-advantaged succession strategy that benefits owners, employees, and communities alike.

## → HOW YOU CAN HELP

### Sponsor MICEO



Your support allows us to:

- Deliver educational workshops and webinars across Michigan.
- Maintain and expand Michigan-specific succession planning tools.
- Develop and share case studies of successful ownership transitions.
- Support business owners considering employee ownership with hands-on resources.

A fully staffed and operational state center costs approximately \$180,000 annually. Our goal is to raise \$80,000 by the end of this year through a combination of grants, sponsorships, and community support.

### More Ways to Get Involved

- Contribute content: articles, videos, and blogs.
- Provide introductions to selling owners and employee owners for interviews.
- Volunteer to assist in statewide programming.

We encourage all sponsors to submit a logo for inclusion on our provider page and promotional materials.

### Short-term Sustainability

SPONSOR AN EVENT

### Long-term Sustainability

DONATE TO LEGACY FUND

# MICEO- SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	PLATINUM-\$5,000	GOLD- \$2,500	SILVER- \$1,000
FEATURED IN WEBSITE PROVIDER SECTION	✓	✓	✓
LOGO ON WEBSITE AND WEBINARS	✓	✓	✓
ONE YEAR AD IN MONTHLY NEWSLETTER	✓	✓	✓
PRESENTED ON LINKEDIN/SOCIALS (4 TOTAL MENTIONS)	✓	✓	
FEATURED ARTICLE ON WEBSITE	✓	✓	
DEDICATED PRESS RELEASE ON SPONSORSHIP	✓		
SPONSOR LISTING FOR CONFERENCES	✓		
1:1 SCHEDULED NETWORKING MEETING	✓		
GUEST OPPORTUNITY ON WEBINARS	✓		

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## Join Us in Building Michigan's Business Legacy

Your annual sponsorship ensures that Michigan businesses remain locally owned, jobs stay in our communities, and wealth is shared more broadly.



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# Thank You

  
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**FALL 2025**

**For inquiries,  
contact us.**

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