



michigan
municipal
league

YOUR GUIDE TO SPONSORSHIP



Boost Your Visibility

Increase your organization's profile and build brand awareness among our diverse audience of municipal leaders.

Build Your Base

Create meaningful connections with prominent municipal leaders, subject matter experts, influencers and VIPs.

Benefit from the Personal Touch

Enjoy a customized experience tailored to the specific outcomes your organization wants to achieve through sponsorship.

WHY SPONSOR?

If your audience is Michigan municipalities, and you want to reach communities all over the state with your message: that's our specialty! For over 100 years, the Michigan Municipal League has represented the interests of municipalities across the state and earned their trust. By joining with us and becoming a Michigan Municipal League sponsor, you will have an ideal opportunity to get in front of your target market.

CAPITAL CONFERENCE

Each spring, hundreds of local officials, state legislators, and media figures gather in Lansing for one of the year's most important networking and educational events for Michigan's local government decision makers. Over 500 people, representing 180+ communities throughout Michigan attended the 2018 Capital Conference. The Annual Expo at this event features upwards of 65 booths filling over 28,000 square feet of Expo space. All event sponsors will be recognized.

TITANIUM LEVEL ————— \$5,000

- Signage at event
- Recognition in the program
- Recognition in the Review
- Recognition on event website
- Full page program ad
- 3 complimentary registrations
- Complimentary "C" booth at the Annual Expo
- 2 complimentary Gala tickets

SILVER LEVEL ————— \$1,500

- Signage at event
- Recognition in the program
- Recognition in the Review
- Recognition on event website
- Quarter page program ad
- 1 complimentary registration

GOLD LEVEL ————— \$3,000

- Signage at event
- Recognition in the program
- Recognition in the Review
- Recognition on event website
- Half page program ad
- 2 complimentary registrations

BRONZE LEVEL ————— \$750

- Signage at event
- Recognition in the program
- Recognition in The Review magazine
- Recognition on event website

DINING OPTIONS

The Legislative Breakfast and Networking Luncheon are perfect opportunities to show off your brand, service or product.

LEGISLATIVE BREAKFAST ————— \$3,000

- Signage at event
- Recognition in the program
- Recognition Online
- Opportunity to deliver opening remarks
- 1 Complimentary registration

NETWORKING LUNCHEON ————— \$5,000

- Signage at event
- Recognition in the program
- Recognition Online
- Opportunity to deliver opening remarks
- 3 complimentary registrations

CAPITAL CONFERENCE

THE MICHIGAN MUNICIPAL LEAGUE AWARDS GALA

Leadership, innovation, and collaboration are the hallmarks of people who accomplish great things. The Michigan Municipal League Awards Gala celebrates people who exercise those traits on behalf of Michigan communities. After three successful years, the Gala is quickly becoming one of the most anticipated events at Capital Conference!

PARTIAL SPONSOR

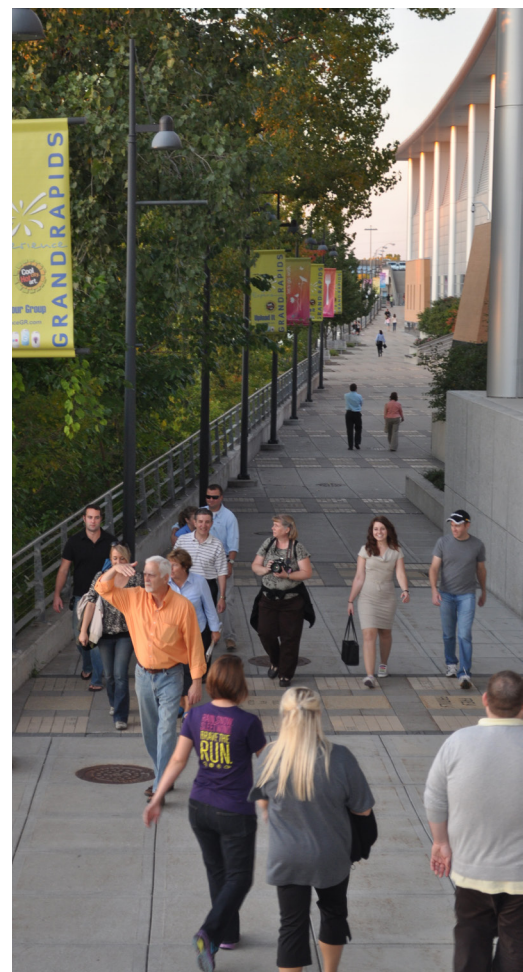
\$5,000

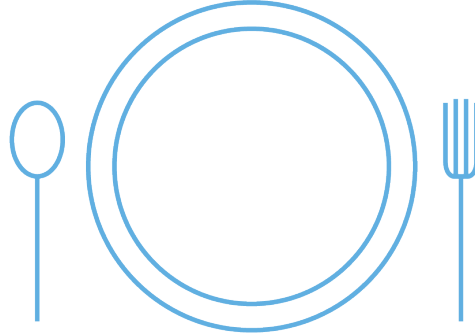
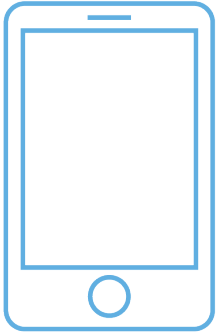
- Recognition in Gala Program
- Company branding on Gala tables
- Logo on RSVP site
- Logo on Award Presentation slide
- 2 complimentary Gala tickets

SOLE SPONSOR

\$15,000

- All of the Partial Sponsor benefits
- Intro to the emcee for the evening
- 8 complimentary Gala tickets





U.P. SUMMIT

Michigan is a big state and we want to make sure we reach communities from Southeast Michigan all the way up to Marquette. The U.P. Education Summit is an opportunity for city and village officials from the Upper Peninsula to meet and share experiences and ideas. Being an event sponsor puts you in the heart of the action!

FRIEND OF THE U.P. PACKAGE

\$500

Networking opportunities between sessions and at Thursday reception

Name on agenda

Signage at event

1 complimentary registration

Recognition on event website

ADD ON: Moderate a session: \$100

DINING SPONSORSHIPS

Signage at the meal

Opportunity to speak during the meal

2 complimentary registrations

THURSDAY DINNER

\$2,000

FRIDAY BREAKFAST

\$750

U.P. SUMMIT

CONVENTION

Looking for visibility and the ultimate in brand recognition? For three days, local officials from across the state come together to connect, engage, and discover creative solutions to local challenges. They are inspired by visionary keynote speakers and educated on a variety of topics that impact their communities. In 2018 over 520 people attended convention, representing over 140 communities!

PLATINUM LEVEL ————— \$10,000

- Logo on the event website
- Signage at event
- Recognition in the E-Newsletter
- Recognition in The Review magazine
- Ability to place MML approved material in registration bag
- 6 complimentary registrations
- Full-page program ad
- Place corporate banner at Convention

TITANIUM LEVEL ————— \$5,000

- Signage at event
- Recognition in the program
- Logo on the event website
- Recognition in The Review magazine
- Ability to place MML approved material in registration bag
- 3 complimentary registrations
- Full-page program ad

GOLD LEVEL ————— \$3,000

- Signage at event
- Recognition in the program
- Logo on the event website
- Recognition in The Review magazine
- Half-page program ad
- 2 complimentary registrations

SILVER LEVEL ————— \$1,500

- Signage at event
- Recognition in the program
- Logo on the event website
- Recognition in The Review magazine
- Quarter-page program ad
- 1 complimentary registration

BRONZE LEVEL ————— \$750

- Signage at event
- Recognition in the program
- Logo on the event website
- Recognition in The Review magazine

CONVENTION

SPONSOR A SESSION

Everyone's eyes are focused front and center during convention sessions. You can get their headlights beaming in your direction by sponsoring an inspirational general session or a targeted breakout session.

GENERAL SESSION ————— \$5,000

- Recognition in the program
- Introduce/moderate General Session
- Table with company information outside of session

BREAKOUT SESSIONS ————— \$1,500

- Recognition in the program
- Introduce/moderate a Breakout Session
- Sponsor signage in room
- Opportunity to provide materials to attendees

MOBILE WORKSHOPS ————— \$1,000

Our attendees love the chance to get out and explore exciting places in the convention's host community. You can benefit from their enthusiasm by sponsoring a mobile workshop.

- Sponsor signage at Mobile Workshop
- Recognition in the program
- Ability to provide company material on the bus





DINING OPPORTUNITIES

Dining at convention provides a great networking opportunity in an informal setting. From being recognized through on-site signage to speaking opportunities, you can't miss out on this chance to increase your brand visibility!

LUNCH \$5,000

- | | |
|------------------------------|--|
| Signage at event | Opportunity to deliver opening remarks |
| Recognition in the program | Logo on splash screen |
| Recognition on event website | 3 complimentary registrations |

TRANSPORTATION & BUSES \$6,000

Your presence on transportation vehicles is an exclusive opportunity to introduce your product or service before the excitement of convention kicks in. You will have the undivided attention of attendees to and from various event venues.

- | | |
|--------------------------------|---|
| Recognition in the program | Signage on each bus |
| Recognition at General Session | 1 person on bus as company contact person |
| Signage at each hotel | |

HOSPITALITY SUITES \$2,000

Hospitality suites are available for sponsors to invite attendees after the program ends on either Wednesday or Thursday evenings. One suite available each evening. The suites are popular

spots to relax, convene informal discussions, and enjoy refreshments while entertaining selected conference participants.

Hospitality suite sponsors are responsible for all costs associated with suite rental, food, beverage and optional entertainment.

INCLUDED

- Recognition in the program
- Suite Room released for your booking at a convention hotel
- 1 complimentary Registration
- Optional E-blast invitation sent by MML to all Convention attendees

THE MML FOUNDATION

Want to reach decision makers at the state's municipalities?

The Michigan Municipal League Foundation is seeking sponsors for our Thursday, Sept. 26, fundraising event as part of the Michigan Municipal League's annual Convention in Detroit at the Detroit City Football Club Field House.

With your support, the Foundation provides local leaders with the tools they need to make the best decisions for their communities. Together, we can provide training scholarships, placemaking resources, funding opportunities and strategic connections.

Get in front of mayors, city managers, city council members, city attorneys, and other municipal leaders and show them you care about local communities.

Interested? Contact us at mmlfoundation@mml.org or 517-908-0306.

PLATINUM LEVEL ————— \$5,000

- Opportunity to speak at event
- Distribute promotional items at event
- Premium logo placement at event
- Send email to all registered attendees the week before the event
- Logo on event webpage
- Platinum-level acknowledgement in earned-media, including press announcements and social media
- Six complimentary event tickets

GOLD LEVEL ————— \$2,500

- Gold-level logo placement at event
- Distribute promotional items at event
- Logo on event webpage
- Verbal acknowledgement at event
- Gold-level acknowledgment in social media outreach
- Four complimentary event tickets

SILVER LEVEL ————— \$1,000

- Silver-level logo placement at event
- Logo on event webpage
- Verbal acknowledgement at event
- Silver-level acknowledgement in social media outreach
- Three complimentary event tickets

BRONZE LEVEL ————— \$500

- Bronze-level logo placement at event
- Company name on event webpage
- Verbal acknowledgement at event
- Bronze-level acknowledgement in social media outreach
- Two complimentary event tickets

A LA CARTE

COFFEE BREAKS

\$750

We all know how important coffee is to any successful conference! Help keep people on their toes with a coffee station.

Signage at coffee station

Recognition in the program

DESSERT BREAK

\$2,000

There's nothing better than an ice cream break. Serve up a smile with an ice cream dessert bar.

Signage at dessert station

Recognition in the program

CHARGING STATION

\$2,500

20% battery power remaining? No problem! Secure mobile charging stations are compatible with 98% of smartphones and other wireless devices. For \$500 you can wrap the station.

Must be arranged at least one month prior to event

Logo on General Session splash screen with station info

Recognition in the program

1 complimentary registration

WORK STATION

\$1,000

Work doesn't stop because you're out of the office. A semi-private work station helps our attendees keep things running at home.

Signage in work area

Recognition in the program

Table in work area for materials

Logo on general session splash screen with work station information

MOBILE APP

\$3,000

Our attendees rely on the mobile app to help get them to where they need to be. Conference agendas, Expo map and information, speaker bios, and more are available on the app. Your company can help keep that information at their fingertips.

Sponsor logo on load screen and background

Button on mobile app with company information and link to company website

One complimentary registration

Sponsor logo on app signage at registration

LANYARD

\$2,500

Lanyards are worn throughout the event and are often referenced while networking for name and affiliation. If you're after brand visibility, lanyards are one of the best options!

Alternating logo on lanyard (with MML)

Recognition in the program

Must be arranged at least one month prior to event

REGISTRATION BAG

\$2,500

Logo on bag

Recognition in the program

Ability to place MML approved material in registration bag

Must be arranged at least one month prior to event

TURNDOWN SERVICE

\$2,500

Recognition in the program & onsite signage

2 complimentary registrations

Recognition in the Review & the website

Ability to place MML approved item in the turndown bag

THE 16/50 PROJECT

Women make up over 50% of Michigan's population, but just 16% of the state's municipal managers. The 16/50 Project is a League initiative designed to end the gender gap in local government management. We're educating elected officials, providing professional development for aspiring women, and inspiring students to enter the field through interactive panel sessions at universities throughout the state. By supporting more women in leadership, you're helping build stronger communities – and a stronger Michigan.

SUPPORTER

\$1,000

- Listed on website
- Highlighted in event communications
- Listed on event signage
- Logo on 16/50 website
- Thank you on social media

PARTNER

\$2,500

- All of the above, plus:
- Listed as partner on website home page with specific language
- Name, logo, and link to your website on all 16/50 email communications
- Name and logo on RSVP site, agenda/program, and rotating slides at 16/50 events

ADVOCATE

\$5,000

- All of the above, plus:
- Networking and photograph opportunity with Women's Municipal Leadership Program candidates at program session
- 15-second sponsor video

LEADER

\$10,000

- All of the above, plus:
- Preferred logo placement on event communications
- Negotiated speaking opportunity at Capital Conference during certificate presentation
- Featured as guest interview for League podcast



PERSONALIZED PACKAGES

We understand that not every business is the same—and that's why we take a customized approach to sponsorship! If you have a sponsorship opportunity in mind that you do not see here, please contact the sponsorship team at sponsorship@mml.org to start creating your personalized package today.

Dene Westbrook, Director, Internal Operations
dwestbrook@mml.org or 734-669-6314

