



Convention 2026

Sponsorship Prospectus

Grand Traverse Resort & Spa

October 7–9, 2026

We love where you live.

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Event Overview

Who

Convention attendees are Michigan's community leaders and decision makers. They include elected and appointed officials, department heads, and municipal attorneys. They represent communities of all shapes and sizes and are connectors at heart.

What

Convention is the League's largest annual conference, attracting more than 500 attendees each year. Launched in 1899 (the same year as the League's founding), Convention is one of the most critical municipal gatherings of the year. It brings together municipal leaders from across Michigan, helping them connect with industry experts like you.

When

October 7–9, 2026

Where

Grand Traverse Resort & Spa

Contact Us

sponsorship@mml.org

Why Sponsor

Make meaningful connections

Municipal leaders value face-to-face meetings. Convention features extensive networking opportunities, from coffee breaks and hospitality receptions to on-site meals and a welcome reception.

Share your expertise

Convention attendees want to solve challenges in their communities, and they are seeking trusted partners like you. Being together on site provides opportunities to build trust—one of the most critical values for our members.

Have a presence on site

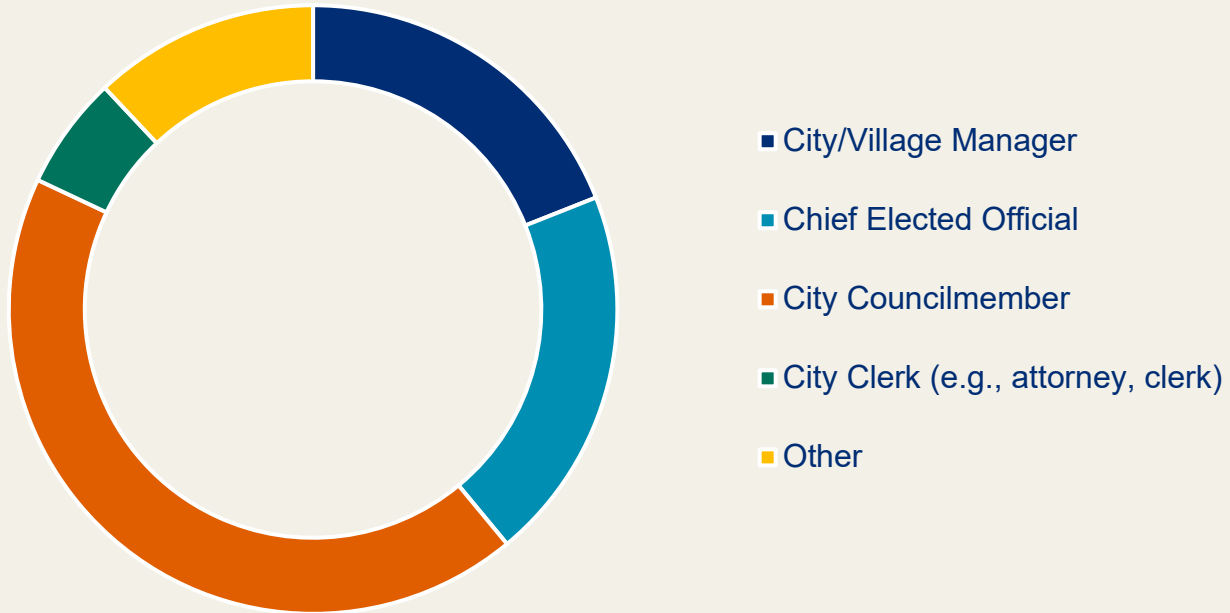
Every sponsorship comes with at least one complimentary conference registration. Aside from Business Alliance Program participants, outside companies cannot purchase individual tickets.



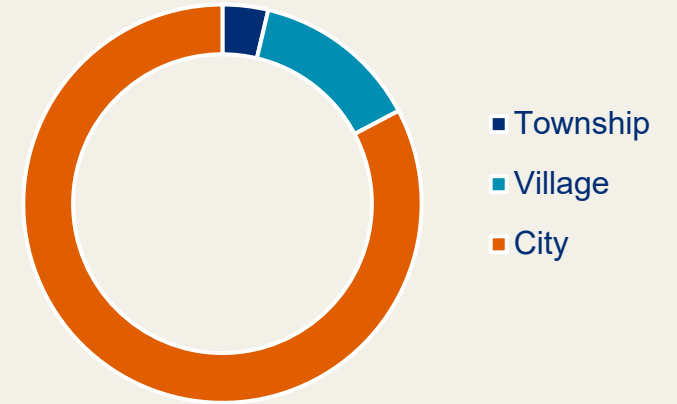
2025 Attendee Profiles

2025 Total Paid Attendees: 489

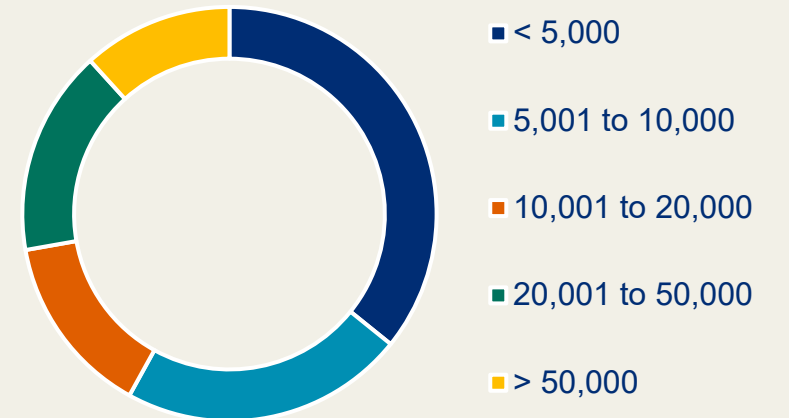
Position Titles



Community Types

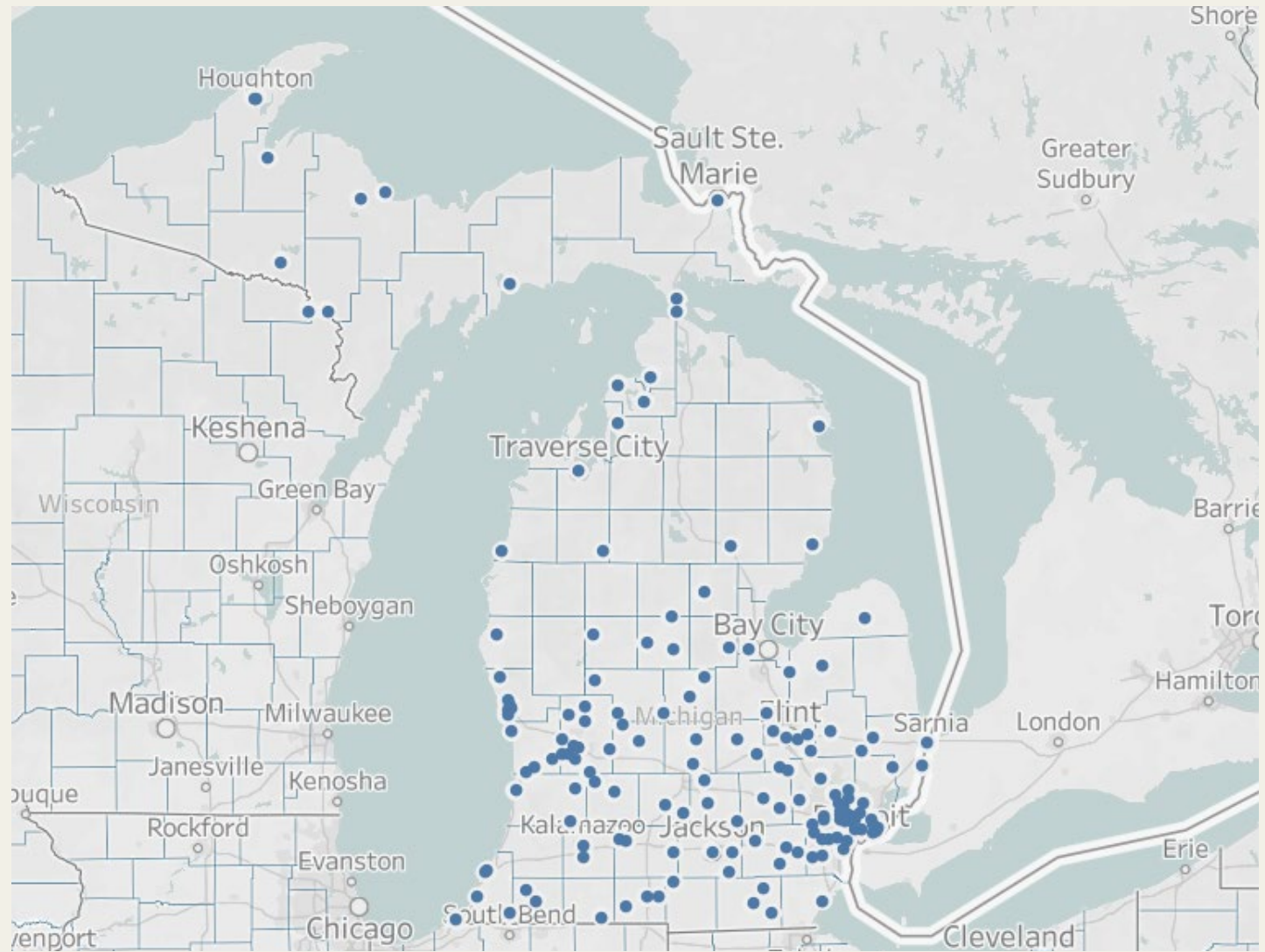


Community Population



Statewide Attendance

The League's members represent villages and cities across the state, and our Convention audience does too. Whether you are looking to connect with major cities, rural villages, or communities in between, you'll find ample opportunity at Convention.



Past Convention Sponsors

With over 100 years of history, the League has a long list of Convention sponsors. Here are just a few of our recent sponsors.





Benefits of Selecting Early

Increased exposure

Audiences benefit from repeated exposure to your brand. Sponsors who confirm early get much more representation in pre-event marketing.

Limited availability

Many sponsorship options are offered in limited quantities—sometimes only one or two per option—and sell out quickly.

Secure lodging

Only registered Convention attendees can secure a room in our hotel block, which tends to sell out early.



Join us as a
2026 Convention Sponsor

Sponsorship selections are due by July 24, 2026.

Convention 2026

Traverse City, MI | October 7–9, 2026

sponsorship@mml.org