



MICHIGAN MUNICIPAL LEAGUE
CONVENTION 2026

YOUR GUIDE TO SPONSORSHIP



MICHIGAN MUNICIPAL LEAGUE **CONVENTION2026**

We at the Michigan Municipal League are excited to share the 2026 Convention Sponsorship Brochure with you. The League has been holding our annual fall conference, Convention, since 1899, and we're proud that to this day it serves as one of Michigan's best networking opportunities with municipal leaders.

This three-day event will be held at the Grand Traverse Resort and Spa outside Traverse City. We're expecting over 500 municipal leaders—elected and appointed—to join us, along with our Board of Trustees, League leadership, and affiliate members.

Whether you've been a sponsor for twenty years or are just getting to know our members for the first time, we're sure you'll find friendly faces and strong value across our cornerstone educational event.


You can find all our sponsorship opportunities below. Please don't hesitate to contact our team if you'd like to learn more about custom sponsorship opportunities.

Your first drink at the reception is on me. (Spoiler alert—it's an open bar.)



Daniel P. Gilmartin

Executive Director and CEO, Michigan Municipal League



Our members—elected and appointed municipal officials in Michigan’s cities, villages, and select townships—highly value face-to-face connection, which is why they come to Convention each year to connect with fellow leaders and gain outside expertise from people like you.

Whether you’re looking to bring people together through a reception, provide onsite branding through product placement, sponsor a networking opportunity, or get involved in a session, we’ve got an option to fit your needs.

Every sponsorship option presented this year offers strong marketing benefits before, during, and after Convention, along with at least one complimentary full conference registration. Sponsorships are available on a first-come, first-served basis; custom options are available upon request.

To talk further, please reach out to our team at [**sponsorship@mml.org**](mailto:sponsorship@mml.org).



MICHIGAN MUNICIPAL LEAGUE **CONVENTION2026 SPONSORSHIPS**

Titanium: \$12,000 (SOLD OUT)

Titanium level includes the opportunity to be recognized during one of Convention's general sessions. These sessions bring all attendees together and are a fantastic opportunity to get your brand and message in front of our full audience: over 500 people. Session choice is on a first-come, first-served basis.

General session benefits:

- One (1) slide on company branding displayed during speaking time
- Seven (7) minutes of speaking time
- Logo on rotating slide played in the room before the session starts

Other benefits include:

- Three (3) complimentary full conference registrations
- Full-page advertisement in Convention program
- Logo placement:
 - » Marketing emails
 - » Convention website
 - » The *Review* magazine
 - » Convention app
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

CONVENTION 2026 SPONSORSHIPS

Gold: \$8,000

At the Gold level, you'll get great exposure to our audience with a 30- to 60-second commercial played in rotation on central registration's TVs each conference day.

Commercial benefits:

- 30- to 60-second commercial
- Rotating exposure each Convention day (3 days total)

Other benefits include:

- Two (2) complimentary full conference registrations
- Half-page advertisement in Convention program
- Logo placement:
 - » Marketing emails
 - » Convention website
 - » The *Review* magazine
 - » Convention app
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Silver: \$3,000

Silver is a smart choice if you're looking to get to know our members and build your brand awareness and presence through our Convention marketing. You'll have many opportunities to make connections—and with our marketing plan, attendees will start Convention with great awareness of your support.

Benefits:

- One (1) complimentary full conference registration
- Logo placement:
 - » Marketing emails
 - » Convention website
 - » The *Review* magazine
 - » Convention app
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention



Board of Trustees Dinner: \$8,000 (SOLD OUT)

Enjoy dinner with the Michigan Municipal League's Board of Trustees—some of the state's leading municipal managers—on Tuesday, October 6, and provide up to five minutes of remarks to dinner attendees.

Benefits:

- Five (5) minutes of speaking time
- Ability to provide branded items, with approval, to dinner attendees
- Two (2) complimentary full conference registrations
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Board of Trustees Meet & Mingle Sponsorship: \$5,000 (one available)

The League is governed by some of the state's most respected and revered municipal leaders—and we're bringing our wonderful Board front and center at this year's Convention. Join us as the sponsor of this new event and make great connections with our trustees and with Convention attendees and League leadership.

Benefits:

- Recognition in League leadership remarks
- Two (2) complimentary full conference registrations
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

First-Time Attendees Lunch: \$8,000 (one available)

Our Convention audience grows every year, and this is your chance to meet attendees who are newer to us and you! Mingle with a crowd of nearly 75 municipal leaders and enjoy five minutes of speaking time, too.

Benefits:

- Five (5) minutes speaking time
- Two (2) complimentary tickets to lunch
- Two (2) complimentary full conference registrations
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Vendor Reception Bar Sponsorship: \$8,000 (SOLD OUT)

Help host the party by sponsoring the bar and drink tickets at our conference vendor reception. Your brand will be front and center during one of Convention's most popular events, and with two complimentary registrations included you'll make great connections too.

Benefits:

- Branded drink tickets
- Branded cocktail napkins
- Banner signs behind both bars (sponsor provides)
- Two (2) complimentary full conference registrations
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Hospitality After-Hours Reception: \$5,000 (SOLD OUT)

Socialize with Convention attendees by hosting an after-hours reception. Our staff will help reserve a room within the resort, provide you with a list of Convention attendees to invite, and issue invitations.

All costs, including food, beverage, and drink minimums, are the sponsor's responsibility. Please contact League staff for price estimates if needed.

Benefits:

- Staff support in issuing invitation (sent twice) and reserving room
- One (1) complimentary full conference registration

- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Vendor Reception: \$3,000 (SOLD OUT)

Sold out quickly after launch in 2024, this level is perfect if you're looking for a high-quality tabling opportunity and full access to the conference. Held on-site Thursday, October 8, 4–5:30 p.m. and featuring drinks on the League (sure to draw a crowd), this is the perfect opportunity to interact with attendees without sitting behind a booth all day.

Vendors will be provided with a table; banners and small-sized materials are encouraged. Complimentary bar options will be available for vendors and attendees.

Benefits:

- Sponsor table at vendor reception
- Two (2) complimentary full conference registration
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Branded Welcome Bag: \$5,000 (SOLD OUT)

Be the exclusive sponsor of the welcome bag, given to each Convention attendee, by having your logo on the bag front. Our staff will manage the process—you just need to provide the logo.

Benefits:

- Staff support in process management
- One (1) complimentary full conference registration
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Coffee Station: \$3,000 (three available)

Help attendees get a little pep in their step by sponsoring one of the most important—and most popular—conference perks! Your logo will be prominently displayed at each station every day of the conference.

Benefits:

- Logo featured on signs displayed near coffee stations
- One (1) complimentary full conference registration
- Logo featured on:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

Branded Item in Welcome Bag: \$3,000 (two available)

Get excellent brand exposure by providing a branded item in Convention attendees' welcome bags. We'll have a menu of items to choose from—we'll manage the process post-selection, too.

Benefits:

- Staff support in process management
- One (1) complimentary full conference registration
- Logo placement:
 - » Convention website
 - » Convention program
 - » Event signage
- Access to attendee registration list before and after Convention

MICHIGAN MUNICIPAL LEAGUE **CONVENTION2026**

SPONSORSHIP



For complete details about sponsorship opportunities at the League's Convention, contact us at sponsorship@mml.org.