



# 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.

# CONVENTION SPONSORSHIPS

Looking for visibility and the ultimate sponsorships recognition? For three days in the fall, 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. Convention brings together 500+ attendees representing over 140 communities!

## OVERALL—MULTIPLE OPPORTUNITIES AVAILABLE

### ALL SPONSORSHIPS INCLUDE

- Verbal acknowledgment at event
- Pre-event registration list
- Participant list sent after completion
- General signage at event

### PLATINUM LEVEL ————— \$10,000

- 5 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- Provide remarks to attendees
- 30-second sponsor provided video
- Place corporate banner at Convention
- Ability to place MML approved materials in registration bag
- Table signage

### GOLD LEVEL ————— \$3,000

- 2 Complimentary registrations
- Half page advertisement in event program
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- 15-second sponsor provided video
- Table signage

### TITANIUM LEVEL ————— \$5,000

- 3 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

### SILVER LEVEL ————— \$1,500

- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website

# CONVENTION

# SIGNATURE—ONLY 1 OPPORTUNITY AVAILABLE

## TRANSPORTATION & BUSES – \$6,000

- 4 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

## 1ST TIMER RECEPTION – \$5,000

- 3 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- Provide remarks to attendees
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

## REGISTRATION — \$5,000

- 3 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

## MOBILE APP — \$3,000

- 2 Complimentary registrations
- Half page advertisement in event program
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- 15-second sponsor provided video

## CHARGING STATION — \$2,500

- Quarter page advertisement in event program
- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website
- 15-second sponsor provided video

# CONVENTION

# SESSIONS—MULTIPLE OPPORTUNITIES AVAILABLE

## GENERAL SESSION — \$5,000

- 3 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- Introduce general session
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

## BREAKOUT SESSIONS — \$1,500

- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website
- Logo on breakout room signage
- Introduce a breakout session



# CONVENTION

# A LA CARTE—MULTIPLE OPPORTUNITIES AVAILABLE

## BREAKFAST — \$5,000

- 3 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- Provide remarks to attendees
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

## LUNCH — \$5,000

- 3 Complimentary registrations
- Full page advertisement in event program
- Logo in event marketing emails
- Individual social media thank you
- Logo in event program
- Logo in the *Review* magazine
- Logo on event website
- Logo on general session splash screen
- Provide remarks to attendees
- 30-second sponsor provided video
- Ability to place MML approved materials in registration bag
- Table signage

## LANYARD — \$2,500

- Quarter page advertisement in event program
- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website
- 15-second sponsor provided video

## REGISTRATION BAG — \$2,500

- Quarter page advertisement in event program
- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website
- 15-second sponsor provided video

## TURNDOWN SERVICE — \$2,500

- Quarter page advertisement in event program
- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website
- 15-second sponsor provided video

## COFFEE BREAKS — \$1,500

- Group social media thank you
- Company name in event program
- Company name in the *Review* magazine
- Company name on event website

# CONVENTION

## 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 to start creating your personalized package today.

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