

BUSINESS ALLIANCE PROGRAM

We love where you live.



THE BUSINESS ALLIANCE PROGRAM

Do you want to reach the municipal market with your products and services? The League is here to help! The Business Alliance Program (BAP) connects businesses and municipalities throughout Michigan that recognize the League as a trustworthy source.

We are trusted by local officials because for over 100 years, we have educated, inspired, and advocated for municipalities all over Michigan from Ironwood in the Upper Peninsula all the way to Monroe on the state's southern border.

The BAP program offers opportunities in print and digital advertising, speaking and presenting opportunities at League events, publishing opportunities in the League magazine, *The Review*, and more!

League BAP participants will receive exclusive access to the League portal and digital version of the League's Directory of Municipal Officials. Search by name, community, or role to find the right contact you're looking for.

The BAP provides four levels of participation—Signature Elite, Premier, Core, and Basic. Each level offers a unique package of annual benefits. We're sure you'll find a level that meets your needs!

Want to learn more? Please email alliance@mml.org

EXCLUSIVE BAP BENEFITS

- Access to the League portal and digital Directory of Michigan Municipal Officials
- Access to League member mailing list
- League Inquiry Service and RFP Program
- Logo hosted on mml.org
- Company information and contact list on mml.org
- Event program advertising
- Submit session proposals for League events
- Discounts
- Early CapCon Expo access
- Submit content proposals for the League blog and *The Review*

BAP PARTICIPANT LEVELS AND BENEFITS

Signature Elite: \$10,000

Participant Benefits

- Listing inside BAP directory on League portal, searchable by League members
- Access to the League portal and digital Directory of Michigan Municipal Officials
- Six complimentary subscriptions to *The Review*
- Complimentary League member mailing list
- Exclusive right to League member mailing list
- Use of Alliance logo in marketing materials
- Participation in the League's inquiry service and RFP referral program

Advertising Benefits

- One free 1/2 page ad in *The Review* display ads
- Annual recognition in *The Review*
- 35% discount on display ads

Digital Benefits

- Logo on mml.org homepage
- Company information and contact list on mml.org
- Complimentary 90 day classified banner ad
- BAP classified banner ad pricing

Event Benefits

- Two complimentary registrations to attend League training programs (at member rate)
- Early expo registration
- \$500 discount at CapCon Expo
- Two complimentary registrations to be used at either CapCon or Convention
- Complimentary 1/2 page ad in event program at CapCon or Convention

Education Benefits

- Submit session proposals for League events
- Complimentary League webinar
- Write two blog posts for MML blog
- Submit article proposals for *The Review*

Premier: \$5,000

Participant Benefits

- Listing inside BAP directory on League portal, searchable by League members
- Access to the League portal and digital Directory of Michigan Municipal Officials
- Six complimentary subscriptions to *The Review*
- Complimentary League member mailing list
- Exclusive right to League member mailing list
- Use of Alliance logo in marketing materials
- Participation in the League's inquiry service and RFP referral program

Advertising Benefits

- One free 1/4 page ad in *The Review* display ads
- Annual recognition in *The Review*
- 30% discount on display ads

Digital Benefits

- Logo on mml.org homepage
- Company information and contact list on mml.org
- Complimentary 30 day classified banner ad
- BAP classified banner ad pricing

Event Benefits

- Attend League training programs (at member rate)
- Early expo registration
- \$300 discount at CapCon Expo
- One Complimentary registration to be used at either CapCon or Convention
- Complimentary 1/4 page ad in event program at CapCon or Convention

Education Benefits

- Submit session proposals for League events
- Complimentary League webinar
- Write one blog post for MML blog
- Submit article proposals for *The Review*

Core: \$2,500

Participant Benefits

- Listing inside BAP directory on League portal, searchable by League members
- Access to the League portal and digital Directory of Michigan Municipal Officials
- Four complimentary subscriptions to *The Review*
- Exclusive right to League member mailing list
- Use of Alliance logo in marketing materials
- Participation in the League's inquiry service and RFP referral program

Advertising Benefits

- Annual recognition in *The Review*
- 25% discount on display ads

Digital Benefits

- Company information and contact list on mml.org
- BAP classified banner ad pricing

Event Benefits

- Attend League training programs (at member rate)
- \$200 discount at CapCon Expo
- 25% discount ad in event program (digital and print)

Education Benefits

- Submit session proposals for League events
- Host webinars at BAP pricing
- Submit blog proposals for the MML blog
- Submit article proposals for *The Review*

Basic: \$1,000

Participant Benefits

- Listing inside BAP directory on League portal, searchable by League members
- Access to the digital version of the League's *Directory of Municipal Officials*
- Two Complimentary subscriptions to *The Review*
- Exclusive right to League member mailing list
- Use of Alliance logo in marketing materials
- Participation in the League's inquiry service and RFP referral program

Advertising Benefits

- Annual recognition in *The Review*
- 15% discount on display ads

Digital Benefits

- Company information and contact list on mml.org
- BAP classified banner ad pricing

Event Benefits

- Attend League training programs (at member rate)
- \$100 discount at CapCon Expo
- 15% discount ad in event program (digital and print)

Education Benefits

- Host webinars at BAP pricing

BAP BENEFITS AT-A-GLANCE

Benefit	Signature Elite	Premier	Core	Basic
	\$10,000	\$5,000	\$2,500	\$1,000
Listing inside BAP directory on League portal, searchable by League members	√	√	√	√
Access to the League portal and digital Directory of Michigan Municipal Officials	√	√	√	√
Complimentary subscriptions to <i>The Review</i>	6	6	4	2
Complimentary League member mailing list	√	√		
Exclusive right to League member mailing list	√	√	√	√
Use of Alliance logo in marketing materials	√	√	√	√
Participation in the League's inquiry service and RFP referral program	√	√	√	√
The Review display ads	Complimentary 1/2 ad	Complimentary 1/4 ad		
Discount on <i>The Review</i> display ads	35% Discount	30% Discount	25% Discount	15% Discount
Annual recognition in <i>The Review</i>	√	√	√	√
Logo on mml.org homepage	√	√		
Company information and contact list on mml.org	√	√	√	√
Complimentary classified banner ad	90 Day	30 Day		
Exclusive BAP classified banner ad pricing	√	√	√	√
Attend League training programs (at member rate)	√	√	√	√
Early CapCon expo booth registration	√	√	√	√
Discount on CapCon expo booth	\$500	\$300	\$200	\$100
Complimentary registrations to be used at either CapCon or Convention	2 Complimentary Registrations	1 Complimentary Registration		
Complimentary registrations to be used at League training programs	2 Complimentary Registrations	1 Complimentary Registration		
Ad in event program at CapCon or Convention	1/2 page	1/4 page	25% Discount	15% Discount
Submit session proposals for League events	√	√	√	
Host League webinar at BAP pricing	1 Complimentary	1 Complimentary	√	√
Submit blog proposals for the MML blog	2 Blog Posts	1 Blog Post	√	
Submit article proposals for <i>The Review</i>	√	√	√	

