

# **BUSINESS ALLIANCE PROGRAM**

**We love where you live.**



# THE BUSINESS ALLIANCE PROGRAM

## CONNECTING SECTORS FOR OVER 30 YEARS

With multiple membership levels and year-round benefits, the Business Alliance Program (BAP) is an affordable way to build trust and awareness with Michigan's municipal leaders. Whether you are a business or nonprofit organization looking to expand into the world of local government, or aiming to strengthen existing relationships, BAP is the way to make it happen!

BAP participation is a terrific way to reach Michigan Municipal League members. The Michigan Municipal League is a statewide nonprofit organization founded in 1899. Its members are Michigan's villages, cities, and urban townships. The League is a trusted voice of local municipal leaders, including city and village managers, mayors, and council members. League members span the state and include everywhere from large cities like Detroit to small villages like Menominee and represent over 500 Michigan communities.



## CONTACT US

Email [alliance@mml.org](mailto:alliance@mml.org) or scan the QR code on the right to visit the BAP webpage. To start the BAP application process, submit an inquiry form.



# ABOUT BUSINESS ALLIANCE PROGRAM BENEFITS

The Business Alliance Program provides four levels of participation — Basic, Core, Premier, and Signature Elite. Each level offers a unique package of annual benefits. Currently, the program represents over 10 sectors and has more than 50 participating companies and organizations. We're sure you'll find a level that meets your needs!



The program runs on a July 1–June 30 fiscal year. New members pay both the prorated amount for the first-year portion and the full second year upon signing up.

BAP offers benefits that are not available to outside companies and organizations — such as purchasing tickets to Convention, the League's biggest event of the year.

Exclusive benefits include:

- Ability to purchase individual tickets to League conferences
- Access to the online Directory of Michigan Municipal Officials (more than 7,000 contacts)
- Discounts on CapCon Expo Hall booths
- Ability to purchase League member mailing lists
- Participation in the League's RFP Sharing Service

**Quick Tip: If you're looking for the opportunity to submit conference session proposals, look at the Core level!**

# BENEFITS AT-A-GLANCE

Benefit	Basic	Core	Premier	Signature Elite
<b>Participant</b>				
Company/Organization listing within BAP directory via League Portal and website	√	√	√	√
Participation in the League's RFP Sharing Service	√	√	√	√
Ability to purchase League member mailing lists	√	√	√	√
Access to the League's digital Directory of Michigan Municipal Officials	√	√	√	√
Complimentary subscriptions to the <i>Review</i>	2	2	4	6
Company/Organization logo on mml.org homepage			√	√
<b>Advertising</b>				
Discount on the <i>Review</i> magazine ads	15% Discount	25% Discount	30% Discount	35% Discount
Discount on online banner ads	25% Discount	25% Discount	25% Discount	25% Discount
Ability to submit <i>Review</i> article content for consideration		√	√	√
Complimentary ad in the <i>Review</i> (once per year)			Quarter Page	Full Page
Complimentary ad in CapCon or Convention program (once per year)			Quarter Page	Full Page
<b>Conference</b>				
Ability to register for CapCon and Convention (at League member rate)	√	√	√	√
Discount on CapCon Expo Hall booth purchase	\$100	\$200	\$300	\$500
Early registration at CapCon Expo Hall	√	√	√	√
Ability to submit session proposals for League events		√	√	√
Complimentary CapCon or Convention registration(s)			1	2

# BAP PARTICIPANT LEVELS AND BENEFITS

## Basic: \$1,000

### Participant Benefits

- Company/Organization listing within BAP directory via League Portal and website
- Participation in the League's RFP Sharing Service
- Ability to purchase League member mailing lists
- Access to the League's digital Directory of Michigan Municipal Officials

### Advertising Benefits

- Two complimentary subscriptions to the *Review* magazine
- 15% discount on the *Review* magazine ads
- 25% discount on online banner ads
- 15% discount on CapCon and Convention program ads

### Conference Benefits

- Ability to register for CapCon and Convention (at League member rate)
- \$100 discount on CapCon Expo Hall booth purchase
- Early registration at CapCon Expo Hall

## Core: \$2,500

### Participant Benefits

- Company/Organization listing within BAP directory via League Portal and website
- Participation in the League's RFP Sharing Service
- Ability to purchase League member mailing lists
- Access to the League's digital Directory of Michigan Municipal Officials

### Advertising Benefits

- Two complimentary subscriptions to the *Review* magazine
- 25% discount on the *Review* magazine ads
- 25% discount on online banner ads
- 25% discount on CapCon and Convention program ads
- Ability to submit *Review* article content for consideration

### Conference Benefits

- Ability to register for CapCon and Convention (at League member rate)
- \$200 discount on CapCon Expo Hall booth purchase
- Early registration at CapCon Expo Hall
- Ability to submit session proposals for League events

## Premier: \$5,000

### Participant Benefits

- Company/Organization listing within BAP directory via League Portal and website
- Participation in the League's RFP Sharing Service
- Ability to purchase League member mailing lists
- Access to the League's digital Directory of Michigan Municipal Officials
- Company/Organization logo on mml.org homepage

### Advertising Benefits

- Four complimentary subscriptions to the *Review* magazine
- 30% discount on the *Review* magazine ads
- 25% discount on online banner ads
- Ability to submit *Review* article content for consideration
- Complimentary quarter page ad in the *Review* (once per year)
- Complimentary quarter page ad in CapCon or Convention program (once per year)

### Conference Benefits

- Ability to register for CapCon and Convention (at League member rate)
- \$300 discount on CapCon Expo Hall booth purchase
- Early registration at CapCon Expo Hall
- Ability to submit session proposals for League events
- One complimentary CapCon or Convention registration

## Signature Elite: \$10,000 (SOLD OUT)

### Participant Benefits

- Company/Organization listing within BAP directory via League Portal and website
- Participation in the League's RFP Sharing Service
- Ability to purchase League member mailing lists
- Access to the League's digital Directory of Michigan Municipal Officials
- Company/Organization logo on mml.org homepage

### Advertising Benefits

- Six complimentary subscriptions to the *Review* magazine
- 35% discount on the *Review* magazine ads
- 25% discount on online banner ads
- Ability to submit *Review* article content for consideration
- Complimentary full page ad in the *Review* (once per year)
- Complimentary full page ad in CapCon or Convention program (once per year)

### Conference Benefits

- Ability to register for CapCon and Convention (at League member rate)
- \$500 discount on CapCon Expo Hall booth purchase
- Early registration at CapCon Expo Hall
- Ability to submit session proposals for League events
- Two complimentary CapCon or Convention registration