



*Today, the  
Michigan Townships  
Association  
Opens the Door  
to Greater  
Opportunities*



**MTA**



A Marketing  
Program  
of the Michigan  
Townships  
Association



**Solutions Come in the Most Likely Places.**

For many years, companies serving local government have expressed an interest in becoming more involved with the elected and appointed officials of Michigan's 1,242 townships. As a provider of business *solutions* for townships, your company has the knowledge, experience, products and services to assist townships in fulfilling their obligations.

Until now, the opportunity of marketing to township officials and employees has been limited to placing ads in publications and staffing trade show booths. While both are integral parts of solid marketing plans, the Michigan Townships Association (MTA) recognizes that it's a whole new competitive world out there.

To thrive in today's business world, you need accessibility and exposure to decision-makers. You need the means to establish credibility and develop trust with clients. You need to be visible . . . on the cutting edge, with solutions that have real-world application.

And did we mention that you need to do all of this in a fast-paced environment and break through the clutter that overwhelms even the savviest of township officials?

And that's where the obvious comes in.



## When Does 1 + 1 = 6,525?

### When You're an Allied Service Provider.

#### Voted Most Likely to Succeed.

As the only association for townships in Michigan, MTA reaches more than 99% of all township officials in the state. We have the resources that bring together more than 6,525 elected leaders as well as thousands of appointed officials and employees. And we are the leading voice on local issues for half of Michigan's population.

What we don't have are the products and services that companies, such as yours, can provide to our members.

Enter the **Township Allied Service Provider** program—a new and innovative program designed to strengthen the relationship between our members and the business community by providing opportunities for **enhanced visibility, greater accessibility, and increased interaction between township officials and business representatives.**

### Offering Useful Solutions for Townships. . .

#### Today & Tomorrow.

#### A Program Designed for 360° Value.

MTA's Allied Service Provider program benefits companies that share mutual concerns with our members and have a vested interest in enhancing townships' value to residents, businesses, legislators, and the public. By working together with its Allied vendors, MTA seeks to improve the overall effectiveness of township government through more productive business practices, better education and enhanced communications, which results in favorable outcomes for all of us.

As an Allied Service Provider, your company will foster and develop business relationships with township officials and others whom you serve. This program provides much greater accessibility to the township market, with numerous benefits, depending upon your company's level of participation.

Benefits include:

- Opportunities to share knowledge and demonstrate your products/services
- Increased networking with key decision-makers
- Discounts on advertisements and booths at the Trade Expo
- Tools to use in your business
- Complimentary subscriptions and MTA publications, such as the *Township Officials Directory*
- Mailing list or labels of all 6,525 township officials
- Privileges, such as direct links from MTA's Web site to yours and a profile in the Allied Service Provider online directory

Through networking and information exchange, your company will be better able to create products and services that are tailored to meet the changing needs of Michigan's townships and help drive the future of local government. MTA actively seeks input from our vendors as well, so we're keeping a pulse on not only what's happening with our townships but also what's important to the industry that supports local government.



## **Connecting** at a Whole New Level.

### **The Choice is Yours.**

Enrollment in the Allied Service Provider program is for a period of 12 months, and is renewable on an annual basis, subject to approval.

MTA offers three levels of participation, each with a corresponding set of benefits as summarized in the chart on page 5. A more detailed explanation of benefits for each category appears on pages 6-9.



**President's Round Table** (\$10,000 annual investment)



**Leadership Circle** (\$5,000 annual investment)



**Keystone Club** (\$2,000 annual investment)

*NOTE: Participation in the program does not constitute or imply an endorsement of the company or its products/services by the Michigan Townships Association as MTA has not investigated a participant's business reputation or operation.*



## Levels and Benefits *At-a-Glance*

<b>ANNUAL BENEFITS</b>	 President's Round Table	 Leadership Circle	 Keystone Club
Electronic mailing list of Michigan township elected officials*	•		
Opportunity to have lunch during Conference with MTA's President	•		
Opportunity to conduct "Township Business Solutions" Session at Conference	•		
Opportunity to write an article for <i>Michigan Township News</i>	•		
1/2-page "spotlight" article in <i>Michigan Township News</i>	•		
Banner ad monthly in <i>E-News</i> (MTA's electronic newsletter)	•		
Priority choice of booth(s) at MTA Expo	•	•	
Inclusion of one piece of company literature or gift in Conference delegate bags	•	•	
Opportunity to conduct either one "Township Business Solutions" Session during MTA Conference <b>OR</b> write an article for <i>Michigan Township News</i>		•	
Small ad or Web link monthly in <i>E-News</i> (MTA's electronic newsletter)		•	
1/4-page "spotlight" article in <i>Michigan Township News</i>		•	
Complimentary participation for one representative at the Vendor Showcase conducted at all MTA District Meetings	•	•	•
Complimentary set of mailing labels of Michigan township elected officials	*	•	•
Use of Allied Service Provider logo in company's marketing materials, including ads placed in <i>Michigan Township News</i> , Conference Program, <i>Township Officials Directory</i> and on the MTA Web site	•	•	•
Listing, with logo and link, to company's Web site from MTA's online Allied Service Provider directory	•	•	•
Listing in Allied Service Provider index in <i>Michigan Township News</i>	•	•	•
Member discount on MTA educational programs, publications & products	•	•	•
Signs at Vendor Showcase at District Meetings and at MTA Trade Expo denoting company as an Allied Service Provider	•	•	•
Frameable certificate indicating company as an Allied Service Provider	•	•	•
Complimentary subscriptions to <i>Michigan Township News</i>	5	2	1
Complimentary copies of <i>Township Officials Directory</i> (odd years)	5	2	1
Discount on booths at MTA Trade Expo (not to be combined with other offers)	15%	10%	5%
Discount on ads (1/4-page or larger) placed in <i>Michigan Township News</i> , Conference Program, <i>Township Officials Directory</i> and on MTA Web site	15%	10%	5%
<b>AMOUNT</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>

\* Participating vendors who are part of the President's Round Table receive the use of MTA's electronic mailing list (restrictions apply).



## PRESIDENT'S ROUND TABLE BENEFITS

Annual Fee: \$10,000



### Electronic Mailing List

- A free *electronic* version of MTA's membership mailing list so that you can reach your desired audience whenever you want without the wait or cost of obtaining mailing labels. This benefit has *never been offered before*, and is only available on a complimentary basis to those in the PRESIDENT'S ROUND TABLE. (User must sign an affidavit agreeing that the list will not be sold, distributed or reproduced in any manner.)

### Enjoy Lunch with the MTA President

- Who says that there's no such thing as a "free lunch?" During the MTA Annual Conference, a representative from your company will have the opportunity to have lunch with MTA's president—*courtesy of MTA*.

### Conduct a "Township Business Solutions" Session at Conference

- Demonstrate your products or share your expertise in a classroom setting! Your company will have the option of conducting a special "Business Solutions" session—a brand new track being offered for the first time at the upcoming MTA Annual Conference. (Content and format subject to approval by the MTA Education Center.)

### Author an article for the *Michigan Township News*

- Be seen as knowledgeable, and become more visible by taking advantage of the opportunity to draft an article for the *Michigan Township News*, with a circulation of almost 10,000. (Content and format subject to approval by the MTN editorial staff.)

### Monthly Banner Ad

- For the first time ever, your company can place a complimentary banner ad on MTA's monthly electronic newsletter, *E-News*. (Ad must be supplied by company and is subject to approval by MTA.)

### Priority at Trade Expo

- Pick your spot! Your company is given the opportunity to have first choice when selecting its booth(s) at the MTA Trade Expo.

### Materials in Conference Registration Bags

- MTA will include a brochure or promotional piece supplied by your company in the delegate bags distributed at the MTA Annual Conference.

### Recognition in Print & on the Web

- Your company will be in the "spotlight" as MTA provides a 1/2-page feature in an upcoming issue of the *Michigan Township News*.
- Along with your company's name, logo, contact information, and a description of your company's products/services being featured in the MAIN SECTION of MTA's Allied Service Provider online directory, your company will also have a free link from the MTA Web site that brings interested parties directly to your Web site.
- Appear in the Allied Service Provider index—a new addition in the *Michigan Township News*.

### Hit the Road with MTA

- Join MTA staff on the District Meeting tour as your company receives the opportunity for one of its representatives to participate FREE at the Vendor Showcase, which is conducted at various sites around the state (an opportunity to gain visibility at the local level more than a dozen times

during the year). Continental breakfast and lunch included! (NOTE: Companies must agree to bring a door prize worth approx. \$25 to be given away at each site during lunch. Each additional representative will be billed \$40 per site.)

### Provider Logo

- Use the Allied Service Provider logo in your company's marketing materials.
- MTA will include the logo in all ads placed in the *Michigan Township News*, *Township Officials Directory*, Conference Program and on the MTA Web site.
- Logo signage will appear on your table-top display at the District Meeting Vendor Showcases and also on your booth at the MTA Trade Expo.

### Show Your Support

- Receive a frameable certificate for display in your office, denoting that your company is an Allied Service Provider.

### Free Products

- Receive five complimentary subscriptions to the *Michigan Township News*.
- Every other year, receive five copies of the new bi-annual *Michigan Township Officials Directory*.

### Discounts Equate to Additional Savings

- Receive a 15% discount on all ads that are a 1/4-page or larger which are placed in the *Michigan Township News*, Conference Program, *Michigan Township Officials Directory* and on the MTA Web site. (Not to be combined with any other offers.)
- Save 15% on all booths reserved at the MTA Trade Expo. (Not to be combined with any other offers.)
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products. *This adds up to considerable savings!*



---

### LEADERSHIP CIRCLE

Annual Fee: \$5,000

### Conduct a “Township Business Solutions” Session at Conference OR author an article for the *Michigan Township News* (choose one of the following each year of participation)

- Demonstrate your products or share your expertise in a classroom setting! Your company will have the option of conducting a special “Business Solutions” session—a brand new track being offered for the first time at the upcoming MTA Annual Conference. (Content and format subject to approval by the MTA Education Center.)
- OR**
- Be seen as knowledgeable, and become more visible by taking advantage of the opportunity to draft an article for the *Michigan Township News*, with a circulation of almost 10,000. (Content and format subject to approval by the MTN editorial staff.)

### Monthly Ad in Electronic Newsletter

- For the first time ever, your company can place a complimentary small ad or Web link on MTA's monthly electronic newsletter, *E-News*. (Ad must be supplied by company and is subject to approval by MTA.)

### **Priority at Trade Expo**

- Pick your spot! Your company is given a priority status when selecting booth(s) at the MTA Trade Expo.

### **Materials in Conference Registration Bags**

- MTA will include a brochure or promotional piece supplied by your company in the delegate bags distributed at the MTA Annual Conference.

### **Recognition in Print & on the Web**

- Your company will be in the “spotlight” as MTA provides a 1/4-page feature in an upcoming issue of the *Michigan Township News*.
- Along with your company’s name, logo, contact information, and a description of your company’s products/services being featured in the MTA Allied Service Provider online directory, your company will also have a free link from the MTA Web site that brings interested parties directly to your Web site.
- Appear in the Allied Service Provider index—a new addition in the *Michigan Township News*.

### **Hit the Road with MTA**

- Join MTA staff on the District Meeting tour as your company receives the opportunity for one of its representatives to participate FREE at the Vendor Showcase, which is conducted at various sites around the state (an opportunity to gain visibility at the local level more than a dozen times during the year). Continental breakfast and lunch included! (*NOTE: Companies must agree to bring a door prize worth approx. \$25 to be given away at each site during lunch. Each additional representative will be billed \$40 per site.*)

### **Mailing Labels**

- Receive a free set of mailing labels containing the names and addresses of all of Michigan’s elected township officials.

### **Provider Logo**

- Use the Allied Service Provider logo in your company’s marketing materials.
- MTA will include the logo in all ads placed in the *Michigan Township News*, *Township Officials Directory*, Conference Program and on the MTA Web site.
- Logo signage will appear on your table-top display at the District Meeting Vendor Showcases and also on your booth at the MTA Trade Expo.

### **Show Your Support**

- Receive a frameable certificate for display in your office, denoting that your company is an Allied Service Provider.

### **Free Products**

- Receive two complimentary subscriptions to the *Michigan Township News*.
- Every other year, receive two copies of the new bi-annual *Michigan Township Officials Directory*.

### **Discounts Equate to Additional Savings**

- Receive a 10% discount on all ads that are a 1/4-page or larger which are placed in the *Michigan Township News*, Conference Program, *Michigan Township Officials Directory* and on the MTA Web site. (*Not to be combined with any other offers.*)
- Save 10% on all booths reserved at the MTA Trade Expo. (*Not to be combined with any other offers.*)
- Take advantage of the member discount rate when your company’s representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products. *This adds up to considerable savings!*



## KEYSTONE CLUB

Annual Fee: \$2,000

### Recognition in Print & on the Web

- Along with your company's name, logo, contact information, and a description of your company's products/services being featured in the MTA Allied Service Provider online directory, your company will also have a free link from the MTA Web site that brings interested parties directly to your Web site.
- Appear in the Allied Service Provider index—a new addition in the *Michigan Township News*.

### Hit the Road with MTA

- Join MTA staff on the District Meeting tour as your company receives the opportunity for one of its representatives to participate FREE at the Vendor Showcase, which is conducted at various sites around the state (an opportunity to gain visibility at the local level more than a dozen times during the year). Continental breakfast and lunch included! (NOTE: Companies must agree to bring a door prize worth approx. \$25 to be given away at each site during lunch. Each additional representative will be billed \$40 per site.)

### Mailing Labels

- Receive a free set of mailing labels containing the names and addresses of all of Michigan's elected township officials.

### Provider Logo

- Use the Allied Service Provider logo in your company's marketing materials.
- MTA will include the logo in all ads placed in the *Michigan Township News*, *Township Officials Directory*, Conference Program and on the MTA Web site.
- Logo signage will appear on your table-top display at the District Meeting Vendor Showcases and also on your booth at the MTA Trade Expo.

### Show Your Support

- Receive a frameable certificate for display in your office, denoting that your company is an Allied Service Provider.

### Free Products

- Receive one complimentary subscription to the *Michigan Township News*.
- Every other year, receive one free copy of the new bi-annual *Michigan Township Officials Directory*.

### Discounts Equate to Additional Savings

- Receive a 5% discount on all ads that are a 1/4-page or larger which are placed in the *Michigan Township News*, Conference Program, *Michigan Township Officials Directory* and on the MTA Web site. (Not to be combined with any other offers.)
- Save 5% on all booths reserved at the MTA Trade Expo. (Not to be combined with any other offers.)
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products. *This adds up to considerable savings!*

## Frequently

### Asked Questions

**Q: How is the Allied Service Provider program different from current programs that MTA offers its vendors?**

As the economy has cycled from recession to recovery and the make-up of township officials has changed over the past few years, the MTA Board recognizes that township officials need to have increased knowledge of what products and services are available to them. Based on interviews and feedback from vendors, MTA has bundled some of its most desirable opportunities into packages that **offer participating vendors more value for their dollar than if purchased separately**. In fact, one of the most unique aspects is that **participating vendors can now receive benefits that have never before been offered**. However, vendors may elect to purchase advertising, rent booth space, buy mailing labels, etc. separately rather than enroll in the Allied Service Provider program.

**Q: Our company has been a sponsor at the Annual Conference. Will this opportunity still exist, and if so, why should we enroll in the Allied Service Provider program and be a sponsor too?**

Established programs that MTA offers, such as sponsorship opportunities at the Annual Educational Conference and corporate funding of scholarships for the Township Governance Academy, will continue to be available. These opportunities are targeted to reach a defined audience with a specific purpose, and thus provide a different type of benefit to the sponsoring company. While different, such opportunities can reinforce and augment the marketing aspects of the Allied Service Provider program.

**Q: Why are there three levels in the program versus one?**

Just as in other aspects of life, a “one-size-fits-all” approach doesn’t provide the best fit for most companies. Your marketing goals are likely different from those of your competitors. Your company has unique objectives. The variety offered in the three Allied Service Provider levels allows companies to choose the benefits that are of most value to them.

**Q: My life is complicated enough. Isn’t this just going to add more complexity to it?**

Our goal is to simplify your sales and customer service efforts by providing “one-stop marketing,” a package of opportunities housed under one roof. As an Allied Service Provider, you’ll receive the award-winning *Michigan Township News*, which features an events calendar and information about upcoming activities. Plus, you’ll be able to plan ahead and put your strategies into place earlier in the process, knowing what benefits and discounts your company is entitled to throughout the year.

- Q: This sounds like something my company is interested in, but I'm not sure about getting involved. What are my company's long-term obligations?**  
There are no long-term obligations to participate in the Allied Service Provider program. While MTA encourages participating vendors to invest the time and effort necessary to build relationships and capitalize on this marketing channel for the long-term, companies decide on an annual basis whether or not they wish to continue to participate in the program.
- Q: What advantage is there to signing up right away?**  
Without a doubt, the biggest advantage is that your company can start utilizing benefits just as soon as your application has been processed, which can result in considerable savings and greater visibility right from the start!
- Q: Our company bought a *Township Officials Directory* last month, and paid the nonmember price. Can we get a refund?**  
Sorry, but MTA does not provide discounts or issue refunds on items that have been previously purchased. However, as soon as your application has been processed at the MTA office, your company becomes eligible for discounts on products and services listed in the Allied Service Provider benefits chart on page 5. Your company also becomes eligible to begin receiving complimentary items, as indicated in the benefits chart.
- Q: If I have more questions, who should I call?**  
Contact the Allied Service Provider team at (517) 321-6467, or via e-mail at [tasp@michigantownships.org](mailto:tasp@michigantownships.org).

## ***Navigating the*** Application Process

If you're looking to increase your visibility, support township government, maximize your revenue and create customer loyalty, then perhaps you're ready to take your company to the next level by becoming an Allied Service Provider.

An application form is included in this brochure. Note that all applications must be accompanied by payment. Please allow up to three weeks for MTA to process your application. Upon enrollment, Allied Service Providers will receive a notification letter and welcome kit.

*NOTE: MTA reserves the right to change benefits and rates; however, MTA will honor any agreements made with Allied Service Providers during the remainder of their contract year. If MTA receives complaints from member townships about an Allied Service Provider, the participating vendor will be notified of the complaints and given the opportunity to address the situation. Should MTA not be satisfied with the explanation given, the vendor will be removed from the program and all associated benefits shall cease.*



**Michigan Townships Association**

512 Westshire Drive

Lansing, MI 48917

PHONE: (517) 321-6467

FAX: (517) 321-8908

E-MAIL: [tasp@michigantownships.org](mailto:tasp@michigantownships.org)

WEB SITE: [www.michigantownships.org](http://www.michigantownships.org)

# MTA Allied Service Provider Application

Our company wishes to apply as an Allied Service Provider, a marketing program offered through the Michigan Townships Association. By signing below, our company acknowledges and agrees to the following: (1) participation in the program does not constitute or imply an endorsement by the Michigan Townships Association of our company or its products/services; (2) enrollment in the program is for a period of 12 months (which commences with acceptance of the application), and is renewable on an annual basis, provided no material complaints from member townships against the participating vendor have been received by MTA; (3) if MTA receives complaints from member townships about an Allied Service Provider, the participating vendor will be notified of the complaints and given the opportunity to address the situation. Should MTA not be satisfied with the explanation, the vendor will be removed from the program and all associated benefits shall cease; and (4) MTA reserves the right to change benefits and rates; however, MTA will honor any benefit/rate agreements made with an Allied Service Provider during the remainder of their contract year.

All applications must be accompanied by payment. Please allow up to three weeks for MTA to process your application. Upon enrollment, Allied Service Providers will receive a notification letter and welcome kit.

---

Authorized Signature and Title

Date

---

Company Name (please indicate how you wish your company to be acknowledged in print)

---

Main Contact (point person at your company)

Title

---

Address

City/State/Zip

---

Phone

Fax

---

E-mail Address

Company Web Site

## Level & Associated Annual Fee (covers a 12-month period; may enroll at any time during the year)

President's Round Table (\$10,000)     Leadership Circle (\$5,000)     Keystone Club (\$2,000)

### Please indicate how payment is being made:

Check (payable to MTA)



Charge to:     MasterCard     VISA

---

Card #

Expires

---

Print Cardholder's Name

---

Signature

(Over)

**If applying for membership in the President's Round Table or Leadership Circle, please list the names & addresses of representatives (other than the main contact) where complimentary copies of the *Michigan Township News* and the *Michigan Township Officials Directory* should be sent. (NOTE: The President's Round Table may receive a total of five subscriptions; Leadership Circle receives a total of two.)**

---

Name Title

---

Address City/State/Zip

---

Name Title

---

Address City/State/Zip

---

Name Title

---

Address City/State/Zip

---

Name Title

---

Address City/State/Zip

**Please indicate the principal products and/or services provided by your company:**

---

---

---

**Please describe your business (limit to 75 words/characters; attach another sheet if needed):**

---

---

---

---

---

**Please e-mail your company logo, as you wish it to appear, to: [debra@michigantownships.org](mailto:debra@michigantownships.org) or send a camera-ready, black-and-white copy along with this application.**

**Submit completed form to:**

Michigan Townships Association, P.O. Box 80078, Lansing, MI 48908-0078  
For faster service, fax to: (517) 321-8908, Attn.: Debra McGuire, CAE, IOM