

2023 MTA CONFERENCE Sponsorship

**Gain exposure to Michigan's
1,240 townships**

Every year, more than 1,500 township officials and employees, exhibitors, speakers and guests come together at the largest municipal conference and expo in Michigan. This year, MTA's Annual Educational Conference & Expo will be held **April 17-20** at the **Grand Traverse Resort near Traverse City.**



Create a lasting impression

Sponsorship is an outstanding way to create greater visibility, brand recognition and credibility, and to increase your company's marketing efforts. MTA represents tens of thousands of elected and appointed officials, employees and volunteers in townships of all sizes, all over the state, and sponsorship is an excellent opportunity for your company to be recognized by potential clients at the largest gathering of local officials in the state. Become a 2023 Conference sponsor to demonstrate your commitment to township government and contribute to the success of the Conference.

Expo

The 2023 MTA Expo will be held April 18-19. Sponsors at certain levels will receive FREE EXPO booths. Booths are available on a first-come, first-served basis beginning Jan. 4. Allied Service Providers will receive advanced access. Expo registration and booth selection must still be completed to take advantage of this benefit.

Hospitality suites and meeting rooms

Sponsors and Allied Service Providers have the opportunity to reserve hospitality suites and large rooms for demonstrations or receptions at the Grand Traverse Resort beginning Dec. 14. Contact Kristin Kratky at 517.321.6467, ext. 230 or kristin@michigantownships.org for more information.

Custom sponsorship and door prize donation

If you have a sponsorship opportunity in mind that you do not see here or would like to be a general (cash) sponsor, contact Ashley Maher at ashley@michigantownships.org or 517.321.6467, ext. 254 to design your personalized sponsorship package. Door prize donations for MTA's Annual Meeting drawing are also accepted.

Additional information

For more details on marketing opportunities, visit <https://michigantownships.org/marketing-opportunities/sponsorship/> or contact at ashley@michigantownships.org.

PLATINUM Sponsorship

Benefits garner more than 55,000 impressions

\$10,000

Exposure to more than 1,500 township officials, exhibitors, speakers and guests

Choice of one:

- Registration bag (co-sponsorship available)

Sponsorship benefits:

- 2 complimentary Conference registrations*
- 1 complimentary Expo booth*
- Full-page ad in Conference program*
- Featured spotlight in Conference Program
- Logo on eblasts sent to all MTA members and Conference attendees (at least 12 eblasts, each sent to 11,000+)
- Signage and recognition at the event
- Recognition in Conference program
- Recognition on MTA's website
- Recognition to Virtual Conference attendees
- Recognition in multiple issues of *Township Focus* magazine
- Recognition in MTA's Conference app
- Featured spotlight on MTA's social media
- Meal with MTA Board leadership
- Recognition on-stage of company representative(s) at Opening Session
- Option to book 5 overnight rooms at host hotel
(sponsors pays all associated costs; additional details for priority booking beginning Jan. 4 will be provided)
- Pre- and Post-Conference mailing list of attendees' physical addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- Option to reserve hospitality suites at discounted rates
- Sponsor sign at Expo
- Sponsor ribbons for name badges

*Appropriate forms for Conference registration, Expo booth, program advertising and mailing lists must be completed and returned by the deadlines listed on the forms to take full advantage of your associated sponsorship benefits. Discounts cannot be combined.

GOLD Sponsorship

Benefits garner more than 50,000 impressions

\$7,500

Exposure to more than 1,500 township officials, exhibitors, speakers and guests

Choice of one:

- Lanyards for name badges
- Opening Session
- General Session keynote speaker
- Entertainment at Banquet
- Attendee notepads
- Wifi throughout the Conference Center

Sponsorship benefits:

- 1 complimentary Conference registration*
- 1 complimentary Expo booth*
- Half-page ad in Conference program*
- Logo on eblasts sent to all MTA members and Conference attendees (at least 12 eblasts, each sent to 11,000+)
- Signage and recognition at the event
- Recognition in Conference program
- Recognition on MTA's website
- Recognition to Virtual Conference attendees
- Recognition in multiple issues of *Township Focus* magazine
- Recognition in MTA's Conference app
- Featured spotlight on MTA's social media
- Invitation to and recognition at Opening Session
- Option to book 2 overnight rooms at host hotel
(sponsors pays all associated costs; additional details for priority booking beginning Jan. 4 will be provided)
- Pre- and Post-Conference mailing list of attendees' physical addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- Option to reserve hospitality suites at discounted rates
- Sponsor sign at Expo
- Sponsor ribbons for name badges

If sponsoring a specific event, your company receives additional recognition, including the opportunity to distribute company literature and/or provide a small gift to attendees during the sponsored event. Your company may also hang a company banner.

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SILVER Sponsorship

Benefits garner more than 45,000 impressions

\$4,000

Exposure to more than 1,500 township officials, exhibitors, speakers and guests

Choice of one:

- Pens
- ~~Volunteer training/recognition reception~~
- Networking lounge
- ~~Projection screens at Opening Session, General Session, Banquet and Annual Meeting~~
- ~~Floor graphics~~
- ~~MTA Conference app~~
- ~~Chair Massage for attendees on April 18~~
- ~~Caricatures for attendees on April 19~~
- Grab and go breakfast in Expo for attendees on April 19

Sponsorship benefits:

- 1 complimentary Conference registration*
- Quarter-page ad in Conference program*
- Logo on eblasts sent to all MTA members and Conference attendees (at least 12 eblasts, each sent to 11,000+)
- Signage and recognition at the event
- Recognition in Conference program
- Recognition on MTA's website
- Recognition to Virtual Conference attendees
- Recognition in multiple issues of *Township Focus* magazine
- Recognition in MTA's Conference app
- Mention on MTA's social media
- Invitation to and recognition at Opening Session
- Pre-Conference mailing list of attendees' physical addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- Sponsor sign at Expo
- Sponsor ribbons for name badges

If sponsoring a specific event, your company receives additional recognition, including the opportunity to welcome officials, distribute company literature and/or provide a small gift to attendees during the sponsored event. Your company may also hang a company banner.

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BRONZE Sponsorship

Benefits garner more than 40,000 impressions

\$2,500

Exposure to more than 1,500 township officials, exhibitors, speakers and guests

Choice of one:

- Attendee coffee station prior to Opening and General Sessions
- Headshot studio for attendees
- Name badge ribbons including ticket with company name and booth number
- ~~Township Governance Academy graduate luncheon~~
- Ticket Exchange including ticket with company name and booth number
- Sanitation Stations

Sponsorship benefits:

- Eighth-page ad in Conference program*
- Logo on eblasts sent to all MTA members and Conference attendees (at least 12 eblasts, each sent to 11,000+)
- Signage and recognition at the event
- Recognition in Conference program
- Recognition on MTA's website
- Recognition to Virtual Conference attendees
- Recognition in multiple issues of *Township Focus* magazine
- Recognition in MTA's Conference app
- Mention on MTA's social media
- Invitation to and recognition at Opening Session
- Pre-Conference mailing list of attendees' physical addresses* (emailed electronically to sponsor)
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- Sponsor sign at Expo
- Sponsor ribbons for Expo name badges

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MTA CONFERENCE SPONSORSHIP

Sign-up Form

Contact: _____

Company: _____

Address: _____

Phone: _____ Email: _____

About your sponsorship

To maximize your benefits, promptly return this application to MTA, provide a high-resolution digital company logo and company website address to ashley@michigantownships.org. To be included in the Conference registration brochure, MTA must receive your sign-up form by Dec. 16, 2022.

Submission of this application indicates acceptance of the following:

- MTA reserves the right to determine the appropriateness of sponsorship. Acceptance of sponsorship does not imply endorsement of the sponsor's products or services.
- Sponsors will honor the educational focus of the Conference, with business activity restricted to the exhibit area by sponsors who are also participating in the Expo and/or at the event they are sponsoring. Solicitation of business in educational workshops, other than the Allied Service Provider "Business Solutions Sessions," or on the exhibit hall floor without being a registered exhibitor is strictly prohibited.
- Previous Conference sponsors have until Nov. 18, 2022, to confirm with MTA that they will sponsor the same item or event at the 2023 MTA Conference as they did in the previous year. If confirmation is not received by that date, other companies become eligible to assume sponsorship of that particular item or event.

Sponsorship (Sponsorships are awarded on a first-come, first-served basis, with priority given to previous year's sponsor.)

Item: _____

General (cash) \$ _____ Door prize: _____ Value \$ _____

Custom sponsorship: Email Ashley Maher at ashley@michigantownships.org.

Payment Select one of the following:

Check enclosed for \$ _____

Credit card number _____ Exp. date _____

Card holder name _____ CSV _____

Invoice our company in the amount of \$ _____. Payment due upon receipt.

Signature: _____



Please keep a copy of this form for your files. Upon acceptance, confirmation will be emailed to the address above.

PO Box 80078, Lansing, MI 48908-0078
Phone: (517) 321-6467 Fax: (517) 321-8908

GOLD Sponsorship

Benefits garner more than 50,000 impressions

\$7,500

Exposure to more than 2,000 township officials, exhibitors, speakers and guests

- Opening Session Sponsorship

Sponsorship benefits:

- DTE submits two minute video to be played at the beginning of Opening Session, subject to approval by MTA staff. Video must be submitted to MTA by March 15.
- 1 complimentary Conference registration*
- 1 complimentary Expo booth*
- Half-page ad in Conference program*
- Logo on eblasts sent to all MTA members and Conference attendees (at least 12 eblasts, each sent to 11,000+)
- Signage and recognition at the event
- Recognition in Conference program
- Recognition on MTA's website
- Recognition in multiple issues of *Township Focus* magazine
- Recognition in MTA's Conference app
- Featured spotlight on MTA's social media
- Invitation to and recognition at Opening Session
- Option to book 2 overnight rooms at host hotel
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CUSTOM Sponsorship

Michigan CLASS

\$5,000

Exposure to more than 1,500 township officials, exhibitors, speakers and guests

- **Coffee service for attendees at Opening and General Session**
- **Networking Reception--partial sponsorship**

Sponsorship benefits:

- 1 complimentary Conference registration*
- Half-page ad in Conference program*
- Logo on eblasts sent to all MTA members and Conference attendees (at least 12 eblasts, each sent to 11,000+)
- Signage and recognition at the event
- Recognition in Conference program
- Recognition on MTA's website
- Recognition in multiple issues of *Township Focus* magazine
- Recognition in MTA's Conference app
- Featured spotlight on MTA's social media
- Invitation to and recognition at Opening Session
- Pre- and Post-Conference mailing list of attendees' addresses* (emailed electronically to sponsor)
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