

# 2024 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 22-25** at the **Grand Traverse Resort** near Traverse City.



# OneTeam

MTA Educational Conference & Expo  
Acme Township • April 22-25, 2024

### Create a lasting impression

Sponsorship can be a strategic move to enhance your company's visibility, build meaningful relationships, and access township officials. It's an opportunity to position your company as a valuable resource and 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 2024 Conference sponsor to demonstrate your commitment to township government and contribute to the success of the Conference.

### Expo

The [2024 MTA Expo](#) will be held April 23 & 24. Sponsors at certain levels will receive FREE EXPO booths. Booths are available on a first-come, first-served basis beginning Jan. 3. 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. 13. Contact Kristin Kratky at 517.321.6467, ext. 230 or [kristin@michigantownships.org](mailto: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](mailto: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](mailto:ashley@michigantownships.org).



# PLATINUM Sponsorship

\$10,000

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

**Choice of one:**

- Registration bag (co-sponsorship available)
- Continental breakfast before Opening Session on April 23

**Benefits garner more than 55,000 impressions**

**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 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. 3 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
- 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.

\*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

\$7,500

**Visibility 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

**Benefits garner more than 50,000 impressions**

**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 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. 3 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
- 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.

\*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.



# SILVER Sponsorship

\$4,000

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

**Choice of one:**

- Pens
- Opening Session swag, One Team foam fingers & pennants
- ~~Volunteer training/recognition-reception~~
- Networking lounge
- ~~Projection screens at Opening Session, General Session, Banquet and Annual Meeting~~
- Floor graphics
- MTA Conference app
- Caricatures in Expo and prior to Banquet on April 24

**Benefits garner more than 45,000 impressions**

**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 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
- 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.

\*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.

# BRONZE Sponsorship

\$2,500

**Visibility 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 Expo booth number
- ~~Township Governance Academy graduate luncheon~~
- Ticket Xchange including ticket with company name and Expo booth number

**Benefits garner more than 45,000 impressions**

**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 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
- Sponsor sign at Expo
- Sponsor ribbons for Expo 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.

\*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.

# 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](mailto:ashley@michigantownships.org). To be included in the Conference registration brochure, MTA must receive your sign-up form by Dec. 13, 2023.

### 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. 1, 2023, to confirm with MTA that they will sponsor the same item or event 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](mailto: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