

**March 18–19**  
**Lansing Center**

# **CAP CON 2025**

**YOUR GUIDE TO  
SPONSORSHIP**



michigan  
municipal  
league

# WELCOME

The Michigan Municipal League is excited to launch the 2025 CapCon Sponsorship Brochure. We are fortunate to have great partners who believe in the work of the League, value our 500+ member communities, and appreciate the role local municipal leaders play in community and statewide success.

CapCon is the ideal opportunity for business and municipal partners to come together. Between our annual expo hall, networking breaks, and on-site meals, there will be ample opportunity to strengthen existing connections and make new ones.

Sponsorship levels and add-on opportunities are laid out below. Please do not hesitate to contact our team if you are interested in discussing this or if you'd like to learn more about custom sponsorship levels.

This is a critical time for local government, and we couldn't do this work without you. I look forward to seeing you in Lansing soon!

**-Dan Gilmartin**  
League Executive Director and CEO

## WHY SPONSOR?

CapCon sponsorship is a great way for your company or organization to reach hundreds of local officials, state legislators, city or village managers, mayors, council members, and other influential decision-makers.

Sponsorship opportunities, along with vendor booth selection and purchasing, are available through our **online registration website.** →



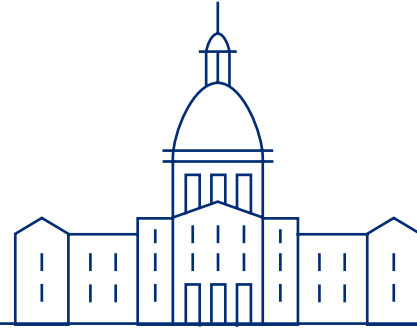
## SPONSORSHIP DETAILS:

- The League reserves the right to determine the appropriateness of sponsorship. Acceptance of sponsorship does not imply endorsement of the sponsor's products or services.
- Sponsorship options are available on a first come, first served basis.
- All sponsorship options include a pre-event and a post-event registration list. These lists will include name, title, and location but will not include contact information.

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If you have any questions about sponsorship opportunities please reach out to our team at [sponsorship@mml.org](mailto:sponsorship@mml.org)

# CAP CON 2025



## CORE SPONSORSHIPS

This year's core sponsorships give a wide breadth of brand exposure before, during, and after CapCon while increasing access to the audience most important to you. Purchase individually or with the add-on options of your choice to create the sponsorship that works best for you.

### Titanium—\$10,000 (two available)

This includes recognition and speaking time during one of CapCon's general sessions. These sessions are a great opportunity to get your brand and message in front of our full audience at once. **You'll present a slide at the beginning of the session and have up to five minutes of speaking time.** Video can be substituted or supplemented for speaking time. **Your logo will also be featured on splash screens in every session—over 10 in two days.** Session selection is on a first come, first served basis. Additional benefits include:

- Three complimentary CapCon registrations
- Full-page advertisement in CapCon printed and digital program
- Logo placement:
  - Marketing emails
  - CapCon website
  - *The Review* magazine
  - CapCon app
  - Event signage
- Access to attendee registration list before and after CapCon

### Gold—\$5,000

At this level, you'll get consistent logo exposure to our audience on site. **A 30-second ad, provided by your team, will play on a TV monitor** directly next to the registration area, ensuring long-term messaging exposure. Additional benefits include:

- Two complimentary CapCon registrations
- Half-page advertisement in CapCon printed and digital program
- Logo placement:
  - Marketing emails
  - CapCon website
  - *The Review* magazine
  - CapCon app
  - Event signage
- Access to attendee registration list before and after CapCon

### Silver—\$2,000

This is a great option if you're looking to build your brand awareness and presence through our **CapCon marketing before, during, and after the conference.** You'll have ample opportunities to make connections, and with our marketing plan, attendees will start CapCon with great awareness of your support. Additional benefits include:

- One complimentary CapCon registration
- Logo placement:
  - Marketing emails
  - CapCon website
  - *The Review* magazine
  - CapCon app
  - Event signage
- Access to attendee registration list before and after CapCon





# CapCon 2025 A LA CARTE OPTIONS



These options provide highly concentrated brand exposure, interaction, or both and are ideal if you're looking for a targeted sponsorship approach. Purchase any option individually or add a core sponsorship to create a custom option that works for you.

## Welcome Reception—\$5,000 (sold out)

Join us in welcoming CapCon attendees at the annual Tuesday evening reception held within the main conference dining and vendor area at the Lansing Center. **Your logo will be featured prominently on a slide during the reception.** Also includes:

- Two CapCon registrations
- Logo featured on:
  - o CapCon website
  - o CapCon program
  - o Event signage
- Access to attendee registration list before and after CapCon

## Registration—\$5,000 (sold out)

Gain eye catching **logo placement via branded headers at our registration counters** and enjoy logo and brand exposure all day long. League staff will manage the process; you just need to provide the logo. Also includes:

- Two CapCon registrations
- Logo featured on:
  - o CapCon website
  - o CapCon program
  - o Event signage
- Access to attendee registration list before and after CapCon





# CapCon 2025 A LA CARTE OPTIONS

## Legislative Breakfast—\$5,000 *(one available)*

CapCon's legislative breakfast is the place to be if you're looking to connect with municipal and state leaders.

This sponsorship includes **five minutes of speaking time at the breakfast** and ample networking opportunities during and after breakfast. Also includes:

- Two CapCon registrations
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

## Internet—\$3,000 *(one available)*

This option provides the unique opportunity to **direct CapCon attendees to your webpage after Wi-Fi log in**, increasing your webpage traffic and brand awareness simultaneously. Also includes:

- One CapCon registration
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

## Branded Lanyard—\$3,000 *(sold out)*

Lanyards are a must-have at every conference, **and the CapCon lanyard featuring your logo** is a sure way to get brand exposure on site. League staff will manage the process; you just need to provide the logo. Also includes:

- One CapCon registration
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

## Branded Welcome Bag—\$3,000 *(sold out)*

Be the exclusive sponsor of the welcome bag, given to each CapCon attendee, and have **your logo on the bag front**. League staff will manage the process; you just need to provide the logo. Also includes:

- One CapCon registration
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

Secure your  
sponsorship early to  
maximize all benefits!



# CapCon 2025 A LA CARTE OPTIONS

## Branded Notepad in Welcome Bag—\$3,000

*(sold out)*

Get great brand exposure by **having a branded notepad in attendee welcome bags**. League staff will manage the process; you just need to provide the logo. Also includes:

- One CapCon registration
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

## Branded Pen in Welcome Bag—\$3,000

*(one available)*

Have your logo in the pocket of every CapCon attendee by purchasing this option. **Your logo will be placed on pens**; pens will go inside the welcome bag. League staff will manage the process; you just need to provide the logo. Also includes:

- One CapCon registration
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

## Coffee Break—\$2,000 *(sold out)*

Be the reason for the pep in attendees' steps by sponsoring our coffee breaks. **Your logo will be featured on an easel sign prominently displayed near the coffee station**. That sign will stay up for the duration of CapCon. Also includes:

- One CapCon registration
- Logo featured on:
  - CapCon website
  - CapCon program
  - Event signage
- Access to attendee registration list before and after CapCon

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## SPONSORSHIP

