



michigan municipal league
Better Communities. Better Michigan.



WE are the People and Places of Michigan



Since the Michigan Municipal League's founding in 1899, our mission has been to educate, inspire, and proactively represent our members in order to help them build and sustain their individual communities as highly livable, desirable, and unique places within our state. And we use every tool at our disposal—education, advocacy, services, and events—to accomplish that mission.

We can all help build better communities for people—places with unique identities and assets that truly put people first. From comprehensive media outreach to testimony in Lansing, the League works tirelessly to make sure both our legislative leaders and our citizens understand the concept of “Place” and why it matters so much to the future of our state. Together, we can build better communities for a better Michigan—because we *are* those communities.



Sponsorship Opportunities

The Michigan Municipal League represents thousands of individuals in hundreds of communities of all sizes across the state. By becoming a League event sponsor, that vast reach becomes your reach.

The League's 2014 Convention takes place in Marquette, on the sparkling shore of Lake Superior. This Upper Peninsula community boasts a thriving downtown, a major university, majestic vistas and spectacular outdoor recreational opportunities. For three days in October, national experts and community leaders will converge in this northern Michigan gem to help set the course for the future of Michigan communities. A League sponsorship places your organization at the center of that dynamic nexus, where ideas are exchanged and relationships develop.

PLACEMAKER

\$50,000+

Two sponsorships available at this level

INNOVATOR

\$25,000+

Four sponsorships available at this level

MOTIVATOR

\$10,000+

SUPPORTER

\$5,000+



Placemaking
connects
people and
places on a
human scale.

PLACEMAKER

When you become a League Placemaker, you are choosing to be part of the shared identity of those who are redefining what it means to be a community in today's global village. You earn a primary place on our Convention main stage, identifying yourself as one of our most esteemed partners who are powering a statewide vision for change.

A Placemaker's message is never far from the eyes and ears of our focused audience of elected officials and civic leaders, and the mainstream media seeking breaking news at this stateside event. Your brand will be seen and heard throughout the event, from strategic placement in printed and electronic materials, to public recognition from the League president during main stage presentations. With complimentary registrations for all your attending staff, yours will be a presence seen and felt by everyone.

What's more, your message will carry far beyond the boundaries of this singular event, with an in-depth feature article prominently placed in the League magazine, *The Review*, reaching an audience of 20,000 subscribers at every level of state and local government. We also welcome your ideas on other ways your organization can be uniquely recognized as a Placemaker sponsor.



Innovation
unlocks the
creative
power of new
strategies for
prosperity.

INNOVATOR

Identifying yourself as an Innovator places you in an exclusive realm among the League's most important partners, where only a handful can choose to be.

Your company branding will be prominently displayed in front of hundreds of decision makers and doers from every level of local government. You will receive eight complimentary registrations, allowing you to interact on a meaningful, personal level with attendees. In addition to all the advantages and recognitions that come with our lower sponsorship levels, a League Innovator will be acknowledged through our comprehensive media outreach campaign. Those communication strategies include both conventional and social media, from traditional press releases and visual exposure of your brand during onsite news coverage, to an ever-growing array of blogs and instant messaging tools. Other exposures include prominent placement in *The Loop*, the League's training e-newsletter sent bi-monthly to 5,000 active subscribers, and recognition in the *The Review* magazine.



Change happens when we motivate the dynamic forces around us.

MOTIVATOR

Becoming a Motivator is a highly visible statement that you are among those organizations most closely affiliated with the needs and interests of municipal leaders. Six complimentary registrations will enable you to network effectively during the entire event. In addition to all the benefits of our lower sponsorship levels, your sponsorship will be visible throughout the Convention and in our pre-event marketing, including the prominent display of your company logo—including a link to your website—on the League's Annual Convention digital applications, which are heavily promoted for months prior to the event. Your partnership will also be acknowledged through our strategic lineup of media outlets, and recognized in *The Review* magazine, reaching 20,000 readers statewide.



Communities
are support
networks
built by
engaged
citizens.

SUPPORTER

It's easy to stand out when you become a Supporter of the Michigan Municipal League and our core membership of elected officials and municipal employees across the state. Your corporate banner will be displayed at the event, and your organization will be featured in a full-page ad in the Convention program. Your company logo and link will be included on our event App sponsor page, the Convention web page, and in our bi-monthly e-newsletter. Most important of all, you will receive four complimentary registrations to give you networking access to all the people you most want to meet.



The Time is Now

The Michigan Municipal League is a collaborative force that connects local government with every other sector of society, from business and education to public service and nonprofit organizations. Every year, organizations exactly like yours choose to make that connection clear at the League's Annual Convention. But that decision will never be more valuable than in 2014, when we gather at Marquette's Northern Michigan University, a high-tech, nationally-recognized campus in one of America's most livable communities.

**2014 CONVENTION, OCTOBER 15-17
NORTHERN MICHIGAN UNIVERSITY, MARQUETTE**

INFLUENCE

- Visibility
- Recognition
- Networking
- Public Exposure
- Media Attention
- Brand Identification
- Acknowledgement
- Opportunity
- Connections