



YOUR GUIDE TO SPONSORSHIP



WHY SPONSOR?

If your audience is Michigan municipalities, and you want to reach communities all over the state with your message: that's our specialty! For over 100 years, the Michigan Municipal League has represented the interests of municipalities across the state and earned their trust. By joining with us and becoming a Michigan Municipal League sponsor, you will have an ideal opportunity to get in front of your target market.



Boost Your Visibility

Increase your organization's profile and build brand awareness among our diverse audience of municipal leaders.

Build Your Base

Create meaningful connections with prominent municipal leaders, subject matter experts, influencers and VIPs.

Benefit from the Personal Touch

Enjoy a customized experience tailored to the specific outcomes your organization wants to achieve through sponsorship.

WHY SPONSOR?

CAPITAL CONFERENCE

Each spring, hundreds of local officials, state legislators, and media figures gather in Lansing for one of the year's most important networking and educational events for Michigan's local government decision makers. Over 420 people, representing 140+ communities throughout Michigan attended the 2017 Capital Conference. The Annual Expo at this event features upwards of 65 booths filling over 28,000 square feet of Expo space.

TITANIUM LEVEL ————— \$5,000

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in the Review
- Full page program ad
- 3 comp registrations
- Complimentary "C" booth

GOLD LEVEL ————— \$3,000

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in the Review
- One half page program ad
- 2 complimentary registrations

SILVER LEVEL ————— \$1,500

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in the Review
- One quarter page program ad
- 1 complimentary registration

BRONZE LEVEL ————— \$750

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review magazine

DINING OPTIONS

The Legislative Breakfast and Networking Luncheon are perfect opportunities to show off your brand, service or product. You will receive visibility throughout the event, including on-site signage, recognition in the event program, the opportunity to deliver opening remarks and your logo on conference splash screens.

LEGISLATIVE BREAKFAST ————— \$3,000

NETWORKING LUNCHEON ————— \$5,000

CAPITAL CONFERENCE

THE MICHIGAN MUNICIPAL LEAGUE AWARDS GALA

Leadership, innovation, and collaboration are the hallmarks of people who accomplish great things. The Michigan Municipal League Awards Gala celebrates people who exercise those traits on behalf of Michigan communities. After two successful years, the Gala is quickly becoming one of the most anticipated events at Capital Conference!

PARTIAL SPONSOR

\$10,000

- Name and logo displayed in Gala Program
- Name and logo on Gala tables
- Name and logo on RSVP site
- Name and logo on Capital Conference-related email communications
- Name and logo on Award Presentation slide
- Opportunity to speak during the presentation
- 2 seats at the Gala

SOLE SPONSOR

\$20,000

- All of the Partial Sponsor benefits
- Intro the emcee for the evening
- Table (8 seats)



A LA CARTE

COFFEE BREAKS ————— \$500

We all know how important coffee is to any successful conference! Help keep people on their toes with a coffee station.

- Signage at coffee station

- Recognition in the program

DESSERT BREAK ————— \$2,500

There's nothing better than an ice cream break. Serve up a smile with an ice cream dessert bar.

- Signage at dessert station

- Recognition in the program

CHARGING STATION ————— \$2,000

20% battery power remaining? No problem! Secure mobile charging stations are compatible with 98% of smartphones and other wireless devices.

- Signage at charging station

- Recognition in the program

- Logo on General Session splash screen with station info

WORK STATION ————— \$1,000

Work doesn't stop because you're out of the office. A semi-private work station helps our attendees keep things running at home.

- Signage in work area

- Table in work area for materials

- Recognition in the program

- Logo on general session splash screen with work station information

MOBILE APP ————— \$3,000

Our attendees rely on the mobile app to help get them to where they need to be. Conference agendas, Expo map and information, speaker bios, and more are available on the app. Your company can help keep that information at their fingertips.

- Sponsor logo on load screen

- Button on mobile app with company information and link to company website

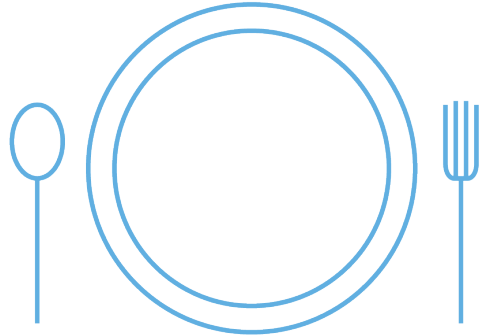
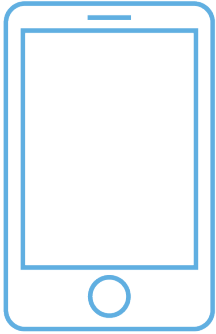
- One complimentary registration

LANYARD ————— \$2,500

Lanyards are worn throughout the event and are often referenced while networking for name and affiliation. If you're after brand visibility, lanyards are one of the best options!

- Alternating logo on lanyard (with MML)

- Recognition in the program



U.P. SUMMIT

Michigan is a big state and we want to make sure we reach communities from Southeast Michigan all the way up to Marquette. The U.P. Education Summit is an opportunity for city and village officials from the Upper Peninsula to meet and share experiences and ideas. Being an event sponsor puts you in the heart of the action!

FRIEND OF THE U.P. PACKAGE \$500

Networking opportunities between sessions and at Thursday reception

Name on agenda

Signage at event

ADD ON: Moderate a session: \$100

DINING SPONSORSHIPS

Signage at the meal

Opportunity to speak during the meal

THURSDAY LUNCH \$1,000

THURSDAY DINNER \$2,000

FRIDAY BREAKFAST \$750

U.P. SUMMIT

CONVENTION

Looking for visibility and the ultimate in brand recognition? For three days, local officials from across the state come together to connect, engage, and discover creative solutions to local challenges. They are inspired by visionary keynote speakers and educated on a variety of topics that impact their communities. In 2016 over 445 people attended convention, representing over 140 communities!

PLATINUM LEVEL ————— \$10,000

- Logo on the League's website
- Logo on Convention printed materials
- Place corporate banner at Convention
- Recognition in the LOOP E-Newsletter
- Recognition in The Review magazine
- Complimentary electronic attendee mailing list
- 6 complimentary registrations
- One full-page program ad

TITANIUM LEVEL ————— \$5,000

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review magazine
- One push notification through MML Convention app
- 3 complimentary registrations
- One full-page program ad

GOLD LEVEL ————— \$3,000

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review magazine
- One half-page program ad
- 2 complimentary registrations

SILVER LEVEL ————— \$1,500

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review magazine
- One quarter-page program ad
- 1 complimentary registration

BRONZE LEVEL ————— \$750

- Signage at event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review magazine

CONVENTION

SPONSOR A SESSION

Everyone's eyes are focused front and center during convention sessions. You can get their headlights beaming in your direction by sponsoring an inspirational general session or a targeted breakout session.

GENERAL SESSION ————— \$7,500

- Recognition in the program
- Introduce/moderate General Session
- Table with company information outside of session

BREAKOUT SESSIONS ————— \$1,000

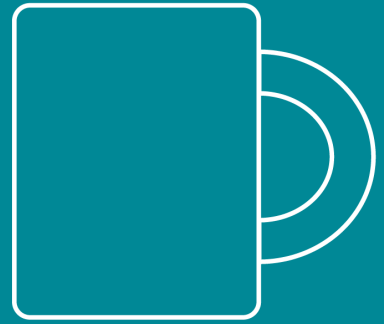
- Recognition in the program
- Introduce/moderate a Breakout Session
- Sponsor signage in room
- Opportunity to provide materials to attendees

MOBILE WORKSHOPS ————— \$1,500

Our attendees love the chance to get out and explore exciting places in the convention's host community. You can benefit from their enthusiasm by sponsoring a mobile workshop.

- Sponsor signage at Mobile Workshop
- Recognition in the program
- 2 complimentary registrations for the workshop





DINING OPPORTUNITIES

Dining at convention provides a great networking opportunity in an informal setting. From being recognized through on-site signage to speaking opportunities, you can't miss out on this chance to increase your brand visibility!

WEDNESDAY LUNCH --- \$6,000

- Recognition in the program
- Recognition at General Session
- Logo on attendee voucher
- 3 complimentary registrations

FOUNDATION DINNER --- \$10,000

Want to reach your target audience while showing your commitment to municipalities? You can sponsor the MML Foundation Fundraising Reception! Your support will help sponsor scholarships for local elected and appointed officials to get the training they need.

- Recognition in the program
- Exclusive sponsor signage at event
- Opportunity to speak at event
- 4 complimentary event tickets

TRANSPORTATION & BUSES --- \$6,000

Your presence on transportation vehicles is an exclusive opportunity to introduce your product or service before the excitement of convention kicks in. You will have the undivided attention of attendees to and from various event venues.

- Recognition in the program
- Recognition at General Session
- Signage at each hotel
- Signage on each bus
- 1 person on bus as company contact person

A LA CARTE

COFFEE BREAKS --- \$500

- Signage at coffee station
- Recognition in the program

CHARGING STATION --- \$2,000

- Signage at charging station
- Recognition in the program
- Logo on General Session splash screen with station info

WORK STATION --- \$1,000

- Signage in work area
- Table in work area for materials
- Recognition in the program
- Logo on General Session splash screen with work station information

MOBILE APP --- \$3,000

- Sponsor logo on load screen
- Button on mobile app with company information and link to company website
- 1 complimentary registration

LANYARD --- \$2,500

- Alternating logo on lanyard (with MML)
- Recognition in the program

HOSPITALITY SUITES

Hospitality suites are available for sponsors to invite attendees after the program ends on either Wednesday or Thursday evenings. One suite available each evening. The suites are popular spots to relax, convene informal discussions, and enjoy refreshments while entertaining selected conference participants.

Hospitality suite sponsors are responsible for all costs associated with suite rental, food, beverage and optional entertainment.

INCLUDED

- Recognition in the program
- Suite Room released for your booking at a convention hotel
- 1 complimentary Registration
- Optional E-blast invitation sent by MML to all Convention attendees

PERSONALIZED PACKAGES

We understand that not every business is the same—and that's why we take a customized approach to sponsorship! If you have a sponsorship opportunity in mind that you do not see here, please contact the sponsorship team at sponsorship@mml.org to start creating your personalized package today.

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