

2011 Sponsorship Application



In today's economy, it's more important than ever to reach and connect with your target market.

Like most companies, you're probably trying to maximize exposure with fewer marketing dollars. That's why reaching your target market at the biggest event of the year for township officials makes a whole lot of sense. And doing so, can also save you cents in the long run.

Not only will your company gain broad exposure in front of today's township decision-makers, but you will:

- **Reinforce your company's presence.** Take advantage of the recognition that MTA provides its sponsors—everything from links to your company's website to your firm's name and logo on large signs and on the screens at the Opening Session.
- **Expand your marketing efforts.** Additional promotion of your products and services allows a mechanism for your company to break through the clutter and make itself known among the competition.
- **Become associated with an event that creates favorable impressions.** Attendees remember events and retain items that are meaningful to them. Engage your market through involvement at one of MTA's featured events, or by underwriting the cost of a product or service provided to attendees.

How Does the Sponsorship Program Work?

- Sponsorships are accepted on a first-come, first-served basis.
- Submit the Conference Sponsorship Application as soon as possible, along with either full payment or a 50 percent deposit.
- Previous Conference sponsors have until Sept. 1, 2010, to confirm with MTA that they will sponsor the same item or event at the 2011 MTA Conference as they did in 2010. If confirmation is *not* received by that date, other companies become eligible to assume sponsorship of that particular item or event.
- Sponsor assignments will be acknowledged upon receipt of application. To maximize benefits, sponsors should provide digital copy of their corporate logo, a 30-word corporate statement and website address. *NOTE: MTA reserves the right to determine the appropriateness of sponsorship; acceptance of sponsorship does not imply endorsement.*

IMPORTANT DEADLINES:

- Aug. 18** Sponsorship opens for the 2011 Conference.
- Sept. 1** Deadline for renewing sponsors to have first right of refusal for targeted sponsorship.
- Sept. 15** Sponsorship applications must be received for inclusion in the *Conference Registration Brochure*, which appears in the October issue of the *Michigan Township News*.

Deadline for submitting digital company logo for inclusion in the *Conference Registration Brochure*.

Written cancellations must be received at the MTA office to obtain a refund. All cancellations are subject to a \$100 administrative fee.
- Dec. 15** Sponsorship applications (*along with digital company logo*) must be received for inclusion in the *Conference Program*, distributed on-site.

Last day to sign up to provide a door prize (\$300 minimum value), which will be given away during the MTA Annual Meeting.

Payment in full due from all sponsors.
- Jan. 25** Door prizes must be brought to MTA Headquarters (*DeVos Place, Grand Rapids*) by 3 p.m. For large or heavy items, contact the MTA office prior to Jan. 14 to make alternate arrangements.

Questions may be directed to: Debra McGuire, CAE, IOM, Director, Communications and Education, Michigan Townships Association, at (517) 321-6467, ext. 231 or via e-mail at debra@michigantownships.org.

2011 SPONSORSHIP OPPORTUNITIES

The following opportunities are available at MTA's 58th Annual Educational Conference & Expo, Jan. 26-28, at the DeVos Place in Grand Rapids:

GENERAL SPONSORSHIP

DONATION

| | |
|---|---------------------|
| Cash Donation (offsets general cost of Conference)..... | \$1,000 minimum |
| Door Prize..... | \$300 minimum value |

MTA will draw and announce winners at the MTA Annual Meeting, Jan. 28.

TARGETED SPONSORSHIP

DONATION

| | |
|---|---|
| Pre-Conference Event on Tues., Jan. 25..... | \$15,000 minimum |
| Opening Evening Event on Wed., Jan. 26..... | \$15,000 minimum |
| Afterglow Evening Reception on Thurs., Jan. 27..... | \$12,000 minimum |
| Delegate Bags with sponsor logo..... | \$7,000 exclusive (or \$3,500 co-sponsor) |
| Cyber Café..... | \$4,000 (or in-kind contribution) |
| Food Station at Networking Dinner on Thurs., Jan. 27..... | \$3,500 each (inc. signage/recognition) |
| Lanyards for Name Badge..... | \$3,000 (inc. sponsor logo) |
| Refreshment Break Between Classes..... | \$2,500 each (inc. sponsor ID) |
| 2 sponsorships available; one on Wed., Jan. 26, and one on Thurs., Jan. 27. | |
| Coffee/Tea Service Evening Social on Thurs., Jan. 27..... | \$2,500 (inc. sponsor ID) |
| Notepads..... | \$2,500 (inc. sponsor logo) |
| Coffee Service at Annual Meeting on Fri., Jan. 28..... | \$2,500 (inc. sponsor ID) |
| Pens..... | \$2,500 (inc. sponsor logo) |
| Keynote Address on Wed., Jan. 26..... | \$2,000 (sponsor introduces keynoter) |
| Snacks & Refreshments at Round Tables on Tues., Jan. 25..... | \$2,000 (inc. sponsor ID) |
| New Officials' Orientation Coffee Service on Wed., Jan. 26..... | \$2,000 (sponsor provides welcome) |
| Volunteer Training/Recognition Luncheon on Wed., Jan. 26..... | \$1,500 (sponsor provides welcome) |
| MTA Conference Reminder Mailing..... | \$1,500 (inc. sponsor logo) |
| Township Governance Academy Graduate Lunch on Wed., Jan. 26..... | \$1,500 (sponsor provides welcome) |
| Chair Massage for Attendees During Expo Hours..... | \$1,500 (inc. sponsor ID) |
| U.P./Northern Michigan Bus..... | \$1,000 (inc. sponsor ID) |
| Provides breakfast & refreshments for bus riders to/from Conference | |
| Large Projector Screens at Opening Session on Wed., Jan. 26..... | \$1,000 (inc. sponsor ID) |
| Township Governance Academy Community Lounge..... | \$1,000 (inc. sponsor ID) |
| Entertainment at Networking Dinner on Thurs., Jan. 27..... | \$1,000 (inc. sponsor ID) |

Not seeing what you're looking for?

Call MTA at 517.321.6467 to discuss a package tailored to specifically meet your company's needs.

2011 Sponsorship Levels & Corresponding Benefits

| <i>Minimum amount to qualify for each level</i> | PLATINUM \$15,000 | GOLD \$3,500 | SILVER \$2,000 | BRONZE \$1,000 | PATRON \$300 |
|---|----------------------|-----------------|-------------------|-------------------|-----------------|
| Presentation on-stage to company representative(s) at Opening Session | √ | | | | |
| Reserved VIP seating near stage at Opening Session | √ | | | | |
| Lunch with MTA President | √ | | | | |
| Recognized publicly during the Opening Session & Annual Meeting | √ | √ | | | |
| Reserved overnight rooms at host hotel (sponsor pays all costs associated with use) | 5 | 2 | | | |
| Mailing labels or list of attendees (post-Conference) | √ | √ | | | |
| Preference on hospitality suites at discounted rates | √ | √ | √ | | |
| Priority on booth assignment at Expo | √ | √ | √ | | |
| Mailing labels or list of registered delegates (pre-Conference) | √ | √ | √ | | |
| Company logo and name on sponsor lists in <i>Michigan Township News</i> , Registration Brochure, Program & MTA Web Site | √ | √ | √ | √ | |
| Company logo/name on Conference signage | √ | √ | √ | √ | |
| Specific event sponsors receive additional recognition at event, on signage and in ads. | √ | √ | √ | √ | |
| Link to company Web site from MTA's site | √ | √ | √ | √ | |
| Sponsor sign at Expo | √ | √ | √ | √ | |
| Sponsor ribbons for company name badges | √ | √ | √ | √ | |
| Sponsor tag on purchased ads in <i>Michigan Township News</i> & Conference Program | √ | √ | √ | √ | |
| Large-screen acknowledgment during Opening Session | √ | √ | √ | √ | |
| Invitation to attend exclusive Sponsor Reception (Tues., Jan. 25) | √ | √ | √ | √ | |
| Company name on sponsor (or patron) lists in <i>Michigan Township News</i> , Registration Brochure, Conference Program & MTA Web site | √ | √ | √ | √ | √ |



* 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 event. Your company may also hang a company banner and place placards on tables (if applicable) during the event.



2011 Conference Sponsorship Sign-up Form

Contact: _____
 Company: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone #: _____
 E-mail: _____

About your sponsorship

To maximize your benefits, promptly return this application to MTA along with a high-resolution digital copy of your company logo. E-mail logo to debra@michigantownships.org.

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. Solicitation of business in educational workshops, other than the Allied Service Provider "Business Solutions Sessions," is strictly prohibited.
- Cancellations must be in writing and are subject to a \$100 administrative fee plus any costs incurred. No refunds will be issued after Sept. 15, 2010.

TARGETED SPONSORSHIPS (List item requested; sponsorships are awarded on a first-come, first-served basis.)

1st Choice _____
 2nd Choice _____
 3rd Choice _____

OTHER

- General (cash) \$ _____ Door prize: _____ Value \$ _____
 Custom Sponsorship: Call Debra McGuire at (517) 321-6467, ext. 231 or e-mail: debra@michigantownships.org

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

Please select one of the following:

- Check enclosed for \$ _____
 Credit Card Number _____ Cardholder Name _____
 Expiration Date (MM/YY) _____
 Invoice our company in the amount of \$ _____

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