



MTA CONFERENCE Sponsorship

Gain exposure to Michigan's 1,240 townships

Every year, more than 2,000 township officials and employees, state legislators, 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 25-28 at the Lansing Center!

Create a lasting impression

Sponsorship is 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 way for your company to be recognized by potential clients at the largest gathering of local officials in the state. Become a 2022 Conference sponsor to demonstrate your commitment to township government and contribute to the success of the Conference.

Expo

The 2022 MTA Expo will be held April 26 & 27. Sponsors at certain levels will receive FREE expo booths. Booths are available on a first-come, first-served basis beginning in January. Expo registration forms 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 Lansing Center or at host hotel, the Radisson. Contact Kristin Kratky at 517.321.6467 ext. 230 or 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 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 at MTA's 2022 Conference & Expo, visit www.michigantownships.org/marketing.asp or contact at ashley@michigantownships.org.

PLATINUM Sponsorship

\$10,000

Exposure to more than 2,000 township officials, exhibitors, speakers and guests

Choice of one:

- Registration bag (co-sponsorship available)

**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 *Township Focus* magazine
- Recognition in MTA's app
- Featured spotlight on MTA's social media
- Lunch 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 including dates will be provided)
- Pre- and Post-Conference mailing list of attendees' addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- Option to reserve hospitality suites at discounted rates
- Sponsor sign at Expo
- Sponsor ribbons for name badges

*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

Exposure to more than 2,000 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 *Township Focus* magazine
- Recognition in MTA's 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 including dates will be provided)
- Pre- and Post-Conference mailing list of attendees' addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- 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

\$3,500

Exposure to more than 2,000 township officials, exhibitors, speakers and guests

Choice of one:

- Pens
- Volunteer training/recognition reception
- Networking lounge
- Projection screens at Opening Session, General Session, Banquet and Annual Meeting
- Floor graphics
- MTA app
- Caricatures for attendees
- ~~VIP Networking Reception~~

**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 *Township Focus* magazine
- Recognition in MTA's app
- Mention on MTA's social media
- Invitation to and recognition at Opening Session
- Pre-Conference mailing list of attendees' addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- 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

Exposure to more than 2,000 township officials, exhibitors, speakers and guests

Choice of one:

**Benefits garner more than
40,000 impressions**

- ~~Attendee coffee station prior to Opening and General Sessions~~
- Headshot studio for attendees
- Name badge ribbons including ticket with company name and booth number
- ~~Township Governance Academy graduate luncheon~~
- Ticket Exchange including ticket with company name and booth number
- Sanitation Stations

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 *Township Focus* magazine
- Recognition in MTA's app
- Mention on MTA's social media
- Invitation to and recognition at Opening Session
- Pre-Conference mailing list of attendees' addresses* (emailed electronically to sponsor)
- Link to company website from MTA's Conference website
- Invitation to attend exclusive VIP Sponsor Reception with MTA leadership
- 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. To be included in the Conference registration brochure, MTA must receive your sign-up form by Dec. 20, 2021.

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. 29, 2021, to confirm with MTA that they will sponsor the same item or event at the 2022 MTA Conference 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.

Payment Select one of the following:

Check enclosed for \$ _____

Credit card number _____ Exp. date (MM/YY) _____

Card holder name _____

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