

**53rd Annual Educational Conference
& Trade Expo**

TOWNSHIPS:



*LEADING OUR COMMUNITIES
INTO THE*

FUTURE

January 24-27, 2006
DeVos Place, Grand Rapids

Sponsorship Opportunities

Why Become a Sponsor?

Elected and appointed township officials—from those new to township government to those with more than 50 years' experience—rely on the MTA Annual Educational Conference to provide up-to-date information about their responsibilities and statutory duties, legal issues, emerging trends and legislative matters, as well as information on products and services that benefit their townships.

Show your support of MTA's goal to have the most knowledgeable, well-informed officials leading Michigan townships into the 21st century. MTA offers a wide range of sponsorship opportunities to fit every company's needs and budget. Among the many benefits of becoming an MTA Conference sponsor:

- **Gain broad exposure.** Get your company's name, brand and representatives in front of today's township decision-makers
- **Expand your marketing efforts.** Additional promotion of your products and services will allow a mechanism for your company to break through the clutter and make itself known among the competition.
- **Reinforce your company's presence.** Take advantage of the recognition that MTA provides its sponsors—everything from links to your company's Web site to your firm's name and logo on large signs and screens.
- **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 or more of MTA's featured events or by underwriting the cost of a product or service that has value to them.

How Does the Sponsorship Program Work?

Sponsorships are accepted on a first-come, first-served basis. Interested companies should submit the Conference Sponsorship Application as soon as possible, along with a 50 percent deposit. All 2005 sponsors have the right of first refusal until August 1, for each event or item that they sponsored during the 2005 MTA Conference.

MTA will acknowledge GENERAL SPONSORSHIPS and confirm TARGETED SPONSORSHIP assignments (along with supplying details to the sponsoring company) within two weeks of receipt of application. To maximize benefits, sponsors should provide an electronic copy of their corporate logo, a 30-word corporate statement and Web site address (if applicable) upon acceptance.

NOTE: MTA reserves the right to determine the appropriateness of sponsorship; the acceptance of sponsorship does not imply endorsement of a sponsor's product or services.

For door prizes, MTA must be notified of ALL items being donated by the deadline indicated below. MTA will issue a ticket for the drawings; donors should not create their own ticket. Companies may not donate more than two prizes.

IMPORTANT DEADLINES:

- July 1** MTA begins to accept Sponsorship Applications for the 2006 Conference.
- Aug. 1** Deadline for renewing sponsors to have first right of refusal on targeted sponsorship.
- Sept. 1** Sponsorship applications must be received for inclusion in the Conference Registration Brochure, which appears in the October issue of the *Michigan Township News* (circulation: 9,750).
Deadline for submitting electronic/camera-ready company logo for inclusion in the Conference Registration Brochure.
- Sept. 10** Written cancellations must be received at the MTA office by this date. All cancellations are subject to a \$100 administrative fee, and any costs incurred.
- Dec. 1** Sponsorship applications (along with electronic/camera-ready company logo) must be received for inclusion in the Program, which is distributed on-site at the Conference.
Last day to sign up to provide a door prize (\$300 minimum value), which will be given away during the Opening Session or Annual Meeting.
- Jan. 2** Payment in full due from all sponsors
- Jan. 24** All door prizes must be brought to MTA Headquarters at DeVos Place by 3 p.m. (For large or heavy items, contact the MTA office prior to January 20 to make alternate arrangements.)

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

2006 SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available at MTA's 53rd Annual Educational Conference & Trade Expo, January 24-27, 2006, at DeVos Place in Grand Rapids:

GENERAL SPONSORSHIP	DONATION
Cash Donation (offsets general costs of Conference)	\$1,000 minimum
Door Prize MTA will draw and announce winners at the Opening Session on Wednesday, January 25, and at the Annual Meeting, January 27.	\$300 minimum value
TARGETED SPONSORSHIP	DONATION
Opening Event: Wintertime Indoor Carnival Wednesday, January 25 (an exclusive sponsor or three co-sponsors may be obtained)	\$18,000+ Exclusive \$ 6,000 Co-sponsor
Afterglow Reception (following Annual Banquet) Thursday, January 26	\$10,000+
Delegate Carry-all Bags with sponsor logo (an exclusive sponsor or two co-sponsors may be obtained)	\$ 9,000 Exclusive \$ 4,500 Co-sponsor
Keynote Address: Dr. Sheila Murray-Bethel Wednesday, January 25 (sponsor invited to introduce the keynoter)	\$ 4,000
Banquet Entertainment: Brinnon & Marks Thursday, January 26 (sponsor invited to introduce the act)	\$ 5,500
Cyber Café with sponsor screensaver Tuesday, January 24 through Thursday, January 26 (an exclusive sponsor or daily sponsors may be obtained for this event)	\$ 3,750 exclusive \$ 1,250 per day
Large Projector Screens for Opening Session and Banquet (2 sponsorships available)	\$ 2,500 each
Refreshment Break Between Classes with sponsor identification (2 sponsorships available; one per day) Wednesday, January 25 & Thursday, January 26	\$ 2,500 each
Coffee Service at Annual Meeting with sponsor identification Friday, January 27	\$ 2,500
Lanyard for Name Badge with sponsor logo	\$ 2,500
Pens with sponsor logo	\$ 2,000
New Members' Orientation & Continental Breakfast Wednesday, January 25 (sponsor invited to provide welcome/greeting)	\$ 1,800
Notepads with sponsor logo	\$ 1,750
Sergeant-at-Arms Luncheon Volunteer Training/Recognition Program Tuesday, January 24 (sponsor invited to provide welcome/greeting)	\$ 1,500
MTA Conference Promo Mailing with sponsor logo Sent to all elected township officials in September 2005	\$ 1,600
Township Governance Academy Graduate Luncheon (Honors Class of 2006) Wednesday, January 25 (sponsor invited to provide welcome/greeting)	\$1,300
Guest Tote Bags with sponsor logo	\$ 1,200
U.P./Northern Michigan Bus Provides breakfast & refreshments for bus riders to and from Conference	\$ 1,000

Not seeing what you're looking for? Contact MTA to discuss a sponsorship package tailored to meet your company's needs.

2006 SPONSORSHIP LEVELS AND CORRESPONDING BENEFITS FOR YOUR COMPANY

	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Minimum amount to qualify for each level	\$10,000	\$5,000	\$2,500	\$1,000	\$300
Award presentation to company at Opening Session	•				
Reserved seating near stage at Opening Session	•				
Lunch with MTA President	•				
Recognized publicly during the Opening Session, Banquet & Annual Meeting	•	•			
Reserved seating near stage for rep(s) at Banquet (for reps who have purchased tickets)	•	•			
Reserved overnight rooms at host hotel (sponsor pays all costs associated with use)	4	2			
Mailing labels of registered delegates (post-Conference)	•	•			
Company logo and name on sponsor lists in <i>Michigan Township News</i> , Registration Brochure, Program & MTA Web Site	•	•	•		
Preference on hospitality suites at discounted rates	•	•	•		
Priority on booth assignment at Expo	•	•	•		
Company logo/name on Conference signage	•	•	•		
Mailing labels of registered delegates (pre-Conference)	•	•	•		
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> & Program	•	•	•	•	
Large-screen acknowledgment during Opening Session & Banquet	•	•	•	•	
Company name on sponsor lists in <i>Michigan Township News</i> , Registration Brochure, Program & MTA Web site	•	•	•	•	
Company recognized for donation of door prize(s) during the event at which the prize is given away	•	•	•	•	•

* 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.

53rd Annual Educational Conference & Trade Expo Townships: Leading Our Communities into the Future January 24-27, 2006 • DeVos Place, Grand Rapids

Company Name (Please indicate how you wish your company to be acknowledged in print)

Contact Person Title

Address City/State/Zip

Phone Fax

E-mail Web Site

Benefit Level (Total of all general, targeted and door prize contributions being made by your company):

- Platinum (\$10,000) Gold (\$5,000) Silver (\$2,500) Bronze (\$1,000) Patron (\$300)

Sponsorship Opportunities (Please check all that apply; indicate targeted requests and prizes)

- General Sponsor (\$1,000)
 Targeted Sponsor (Events/items range from \$1,000 to \$18,000),

Sponsorship Requested _____ Donation \$ _____

Sponsorship Requested _____ Donation \$ _____

Sponsorship Requested _____ Donation \$ _____

- Door Prize Donor (Minimum Value \$300; maximum of two prizes per company)

Describe Prize _____ Value \$ _____

Describe Prize _____ Value \$ _____

Please select one of the following:

Full payment in the amount of \$ _____ enclosed

50% deposit in the amount of \$ _____ enclosed
(an invoice will be sent for the remainder, which is due January 2, 2006)

Please indicate how payment is being made:

Check (payable to MTA)

Charge to: MasterCard Visa

Card # Expires

Print Cardholder's Name

Signature



Please keep a record for your files.

Submit completed form to:

Michigan Townships Association, PO Box 80078, Lansing, MI 48908-0078
For faster service, fax to: (517) 321-8908, Attn.: Debra McGuire, CAE, IOM

To maximize your benefits, promptly return this application to MTA. All Platinum, Gold and Silver sponsors should also include a camera-ready copy of their company logo as they wish it to appear on sponsorship materials. Logos may be e-mailed 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 sponsors' 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 Trade Expo. Solicitation of business in educational workshops, other than "Business Solutions" track sessions, is prohibited

Cancellations must be in writing and are subject to a \$100 administration fee plus any costs incurred. No refunds will be made after September 10, 2005.

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