

Service & LEADERSHIP

for a vibrant Michigan

2019 MTA Conference & Expo | April 1-4, Grand Rapids

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 1-4 in Grand Rapids!

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 more than 6,500 township officials 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 2019 Conference sponsor to demonstrate your commitment to township government and contribute to the success of the Conference.

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 host hotel. Contact Kristin Kratky at (517) 321-6467 or kristin@michigantownships.org for more information.

Custom and general sponsorship

If you have a sponsorship opportunity in mind that you do not see here or would like to be a general (cash) sponsor, please contact Ashley Maher at ashley@michigantownships.org or 517.321.6467 to design your personalized sponsorship package.

Additional information

For more details on marketing opportunities at MTA's 2019 Conference & Expo, visit www.michigantownships.org/marketing.asp or contact Ashley Maher at ashley@michigantownships.org.

PLATINUM Sponsorship

\$8,000

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

Choice of one:

- Registration bag (co-sponsorship)
- Wifi throughout the Conference Center

Sponsorship benefits:

2 complimentary Conference registrations*

1 complimentary Expo booth*

Full-page ad in Conference program*

Featured spotlight in Conference Program

Signage and recognition at the event

Recognition in Conference program

Recognition on MTA's website

Recognition in *Township Focus* magazine

Recognition in Conference 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 and must use code to reserve by Dec. 21)

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

\$5,000

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

Sponsorship benefits:

1 complimentary Conference registration*

1 complimentary Expo booth*

Half-page ad in Conference program*

Signage and recognition at the event

Recognition in Conference program

Recognition on MTA's website

Recognition in *Township Focus* magazine

Recognition in Conference 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 and must use code to reserve by Dec. 21)

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

\$3,000

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
- Chair massage for attendees in Expo
- Floor graphics
- Conference App
- Caricatures for attendees
- VIP Legislative Reception

Sponsorship benefits:

1 complimentary Conference registration*

Quarter-page ad in Conference program*

Signage and recognition at the event

Recognition in Conference program

Recognition on MTA's website

Recognition in *Township Focus* magazine

Recognition in Conference 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

\$2,000

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

Choice of one:

- Pre-Conference eblasts to MTA membership
- Township Governance Academy graduate luncheon
- Yard games for attendees in Expo
- Headshot studio for attendees

Sponsorship benefits:

Eighth-page ad in Conference program*

Signage and recognition at the event

Recognition in Conference program

Recognition on MTA's website

Recognition in *Township Focus* magazine

Recognition in Conference 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.

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 3, 2018.

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. 16, 2018, to confirm with MTA that they will sponsor the same item or event at the 2019 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 (List item requested; sponsorships are awarded on a first-come, first-served basis, with priority given to previous year's sponsor.)

1st choice _____

2nd choice _____

3rd choice _____

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: _____

MTA

PO Box 80078, Lansing, MI 48908-0078
Phone: (517) 321-6467 Fax: (517) 321-8908

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