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 2020 Conference sponsor to demonstrate your commitment to township government and contribute to the success of the Conference.

Expo
The 2020 MTA Expo will be held April 28 & 29. 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 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 host hotel, the Grand Traverse Resort. 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 2020 Conference & Expo, visit www.michigantownships.org/marketing.asp or contact Ashley Maher 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)
- 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
- **NEW!** Record 1 episode of MTA’s Township Talk podcast (educational content), hosted by MTA’s Scott Southard
- **NEW!** 2 ads on Township Talk podcast with logo included on MTA’s website and in eblast, and on iTunes, Google Play and social media posts (includes Facebook, Twitter, Community Connection, LinkedIn and YouTube)
- **NEW!** Company logo on pre-Conference eblasts sent to all MTA members and to Conference attendees (at least 12 eblasts sent)
- 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 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.

Benefits garner more than 54,000 impressions
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

Sponsorship benefits:
- 1 complimentary Conference registration*
- 1 complimentary Expo booth*
- Half-page ad in Conference program*
- NEW! 2 ads on Township Talk podcast with logo included on MTA's website and in eblast, and on iTunes, Google Play and social media posts (includes Facebook, Twitter, Community Connection, LinkedIn and YouTube)
- NEW! Company logo on pre-Conference eblasts sent to all MTA members and to Conference attendees (at least 12 eblasts sent)
- 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 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

$3,500

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
- Chair massage for attendees in Expo
- Floor graphics
- MTA App
- Caricatures for attendees
- VIP Networking Reception

Benefits garner more than 44,000 impressions

Sponsorship benefits:
- 1 complimentary Conference registration*
- Quarter-page ad in Conference program*
- **NEW!** Company logo on pre-Conference eblasts sent to all MTA members and to Conference attendees (at least 12 eblasts sent)
- 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:
- Attendee Coffee station prior to Opening and General Sessions
- Headshot studio for attendees
- Name badges including company name and booth number
- Township Governance Academy graduate luncheon
- Ticket Exchange

**Benefits garner more than 44,000 impressions**

Sponsorship benefits:
- Eighth-page ad in Conference program*
- **NEW!** Company logo on pre-Conference eblasts sent to all MTA members and to Conference attendees (at least 12 eblasts sent)
- 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.
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. 6, 2019.

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. 18, 2019, to confirm with MTA that they will sponsor the same item or event at the 2020 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) __________

☐ 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.

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