



Hit your target
market with MTA.



Solutions come in the most likely places.

Companies serving local government often express an interest in becoming more involved with the elected and appointed officials of Michigan's 1,240 townships. As a provider of business solutions for townships, your company has the knowledge, experience, products and services to assist townships in fulfilling their obligations.

Traditional marketing to township officials and employees may be limited to placing ads in publications and staffing trade show booths. While both are integral parts of solid marketing plans, the Michigan Townships Association (MTA) recognizes that it's a competitive world out there.

To thrive in today's business world, you need accessibility and exposure to decision-makers. You need the means to establish credibility and develop trust with clients. You need to be visible . . . on the cutting edge, with solutions that have real-world application.

Did we mention that you need to do all of this in a fast-paced environment and break through the clutter that overwhelms even the savviest of township officials?

And that's where the obvious comes in.



When does $1 + 1 = 6,562$?

When you're an Allied Service Provider.

Voted most likely to succeed.

As the only association for townships in Michigan, MTA reaches more than 99% of all township officials in the state. We have the resources that bring together more than 6,562 elected leaders as well as thousands of appointed officials and employees. We are also the leading voice on local issues for half of Michigan's population.

What we don't have are the products and services that companies such as yours can provide to our members.

Enter the Township Allied Service Provider program—an innovative program designed to strengthen the relationship between our members and the business community by providing opportunities for enhanced visibility, greater accessibility, and increased interaction between township officials and business representatives.

Solutions for townships . . .

Today and tomorrow.

A program designed for 360° value.

MTA's Allied Service Provider program benefits companies that share mutual concerns with our members and have a vested interest in enhancing townships' value to residents, businesses, legislators and the public. By working together with its Allied partners, MTA seeks to improve the overall effectiveness of township government through more productive business practices, better education and enhanced communications, which result in favorable outcomes for all of us.

As an Allied Service Provider, your company will foster and develop business relationships with township officials and others whom you serve. This program provides much greater accessibility to the township market, with numerous benefits, depending upon your company's level of participation.

Benefits include:

- Opportunities to share knowledge and demonstrate your products/services
- Increased networking with key decision-makers
- Discounts on advertisements in MTA publications and booths at the MTA Expo
- Tools to use in your business
- Complimentary magazine subscriptions and MTA publications, such as the Township Officials Directory
- Mailing list or labels of all 6,500-plus elected township officials
- Virtual privileges, such as direct links from MTA's website to yours and your company's online profile as part of the Allied Service Provider electronic directory
- Visibility by being featured in the Allied Service Provider index monthly in the *Township Focus* magazine

Connecting at a whole new level.

Through networking and information exchange, your company will be better able to create products and services that are tailored to meet the changing needs of Michigan's townships and help drive the future of local government. MTA actively seeks input from our vendors as well, so we're keeping a pulse on not only what's happening with our townships, but also what's important to the industry that supports local government.



Find your perfect fit.

Enrollment in the Allied Service Provider program is for a period of 12 months, and is renewable on an annual basis, subject to approval. MTA's Allied Service Provider program operates on a July 1 through June 30 enrollment period. Annual renewal notices are sent via email in May. Mid-year enrollments are pro-rated to the nearest quarter (July 1, October 1, January 1, April 1). If enrolling with an April 1 effective date, you must enroll for the next full enrollment year.

MTA offers three levels of participation, each with a corresponding set of benefits as summarized in the chart on page 5. A more detailed explanation of benefits for each category appears on pages 6-10.



President's Round Table (\$10,000 annual investment)



Leadership Circle (\$5,000 annual investment)



Keystone Club (\$2,500 annual investment)

Application process

An application form is included in this brochure or available on MTA's website. All applications must be accompanied by payment. Please allow two weeks for MTA to process your application. Upon enrollment, Allied Service Providers will receive a welcome kit.

MTA reserves the right to change benefits and rates; however, MTA will honor any agreements made with Allied Service Providers during the remainder of their contract year. If MTA receives complaints from member townships about an Allied Service Provider, the participating vendor will be notified of the complaints and given the opportunity to address the situation. Should MTA not be satisfied with the explanation given, the vendor will be removed from the program and all associated benefits shall cease. Participation in the program does not constitute or imply an endorsement of the company or its products/services by the Michigan Townships Association as MTA has not investigated a participant's business reputation or operation.



Benefits

at-a-glance

	 President's Round Table	 Leadership Circle	 Keystone Club
ANNUAL BENEFITS			
Electronic mailing list of Michigan elected township officials	●		
Lunch during MTA Conference with MTA leadership	●		
Opportunity to conduct a "Business Solutions Session" at MTA Conference	●		
Complimentary room to hold a small function at MTA Conference	●		
Opportunity to author an article for <i>Township Focus</i> magazine	●		
Small ad linked to your website in <i>Township Insights</i> e-newsletter	●		
½-page profile in <i>Township Focus</i> magazine	●	●	
Inclusion of one piece of company literature or gift in MTA Conference delegate bags	●	●	
Opportunity to conduct either one "Business Solutions Session" during MTA Conference OR author an article for <i>Township Focus</i> magazine		●	
Link to your website in the <i>Township Insights</i> e-newsletter		●	
Priority choice of booth(s) at MTA Expo	●	●	
Opportunity to have your press releases and resources posted on the MTA website	●	●	●
Access to MTA's members-only website, including MTA's online directory	●	●	●
Access to "Community Connection"—MTA's social networking site	●	●	●
Complimentary participation for one representative at the Vendor Showcase conducted at MTA "On the Road" Regional Meetings	●	●	●
Complimentary set of mailing labels of Michigan elected township officials		●	●
Use of Allied Service Provider logo in company's marketing materials, including ads placed in <i>Township Focus</i> magazine and MTA Conference Program	●	●	●
Listing with logo and link to company's website on MTA's online Allied Service Provider directory	●	●	●
Listing in Allied Service Provider Index in <i>Township Focus</i> magazine	●	●	●
Member discount on MTA educational programs, publications & products	●	●	●
Signs at Vendor Showcases and MTA Expo denoting company as an Allied Service Provider	●	●	●
Dedicated MTA staff member	●	●	●
Complimentary subscriptions to <i>Township Focus</i> magazine	5	2	1
Complimentary copies of <i>Michigan Township Officials Directory</i>	5	2	1
Eligible to reserve rooms at host hotel at discounted rate during MTA Conference	5	3	1
Discount on booths at MTA Expo	15%	10%	5%
Discount on ads (¼-page or larger) placed in <i>Township Focus</i> and MTA Conference Program	15%	10%	5%
INVESTMENT	\$10,000	\$5,000	\$2,500



President's Round Table

Annual Investment: \$10,000

Electronic mailing list

A complimentary electronic version of MTA's membership mailing list so that you can reach your desired audience whenever you want without the wait or cost of obtaining mailing labels. This benefit is only available on a complimentary basis to those in the President's Round Table. User must sign a rental agreement stating that the list will not be sold, distributed or reproduced in any matter.

Enjoy lunch with MTA leadership

Who says that there's no such thing as a free lunch (or breakfast)? During the MTA Annual Conference, a representative from your company will have the opportunity to have lunch with MTA's president or vice president—*courtesy of MTA*.

Conduct a "Business Solutions Session" at Conference

Demonstrate your products or share your expertise in a classroom setting! Your company will have the option of conducting a special "Business Solutions Session" at the MTA Annual Conference. *Content and format subject to approval by the MTA Knowledge Center. Additional audio visual equipment not already set in the room and food/beverage service is responsibility of hosting company.*

Hold a small function at Conference

Your company will have the opportunity to obtain a complimentary room to conduct a small function during the MTA Annual Conference, such as a product demonstration or an invitation-only reception! *Function must be approved by MTA and occur at a time that is not concurrent with MTA's main events.*

Author an article for *Township Focus*

Be seen as knowledgeable and become more visible to almost 10,000 readers by drafting an informational article for *Township Focus*. *Content and format subject to approval by Township Focus editorial staff.*

Small ad in *Township Insights*

A small ad linked to your company Web page will appear on MTA's weekly electronic newsletter, *Township Insights*, sent to more than 7,000 township officials, employees, legislators and more.

Priority at Expo

Pick your spot! Your company has first choice when selecting booth(s) at the MTA Expo, held in conjunction with the Annual Conference.

Materials in Conference delegate bags

MTA will include a brochure, trinket or promotional piece supplied by your company in the delegate bags distributed at the MTA Annual Conference.

Get connected

Community Connection is a password-protected social networking site for MTA members. This site provides a unique way for township officials to come together to discuss best practices and share ideas. As an Allied Service Provider, you have access to this site, which allows you to listen to what townships are talking about and jump in on the conversation.

Stay at the host hotel during Conference

Your company is eligible to reserve up to five rooms at the host hotel at the discounted rate during the MTA Annual Conference, based on availability.

Hit the road with MTA

Join MTA staff for MTA's "On The Road" Regional Meetings, where your company has the opportunity for one representative to participate FREE at each Vendor Showcase, conducted at various sites around the state. Continental breakfast and lunch included! Each additional representative will be billed \$50 per site—a \$10 savings per person from our regular rate.

Access to MTA's members-only website

See what MTA members see. MTA's password-protected members-only website gives you access to a wealth of knowledge and to a searchable, real-time directory of Michigan's townships and township officials.



Use of Allied Service Provider logo

- Use of the Allied Service Provider logo in your company's marketing materials.
- MTA will include the Provider logo in all ads your company places in the *Township Focus*, Conference Program and on the MTA website.
- Logo signage will appear on your table-top display at each Vendor Showcase and on your booth(s) at the MTA Expo.

Recognition in print & on the Web

- Your company will be profiled in a ½-page feature in an issue of the *Township Focus*. Feature can be drafted by MTA or you can submit an article that promotes your products/services, provides background about your company or tells your company's success stories.
- Along with your company's name, logo, contact information and a description of your company's products/services being featured in MTA's Allied Service Provider online directory, your company will also have a link from the MTA home page that brings interested parties directly to your Web page.
- Appear in the monthly Allied Service Provider Index in *Township Focus*.

Discounts equate to additional savings

- Receive a 15% discount on all ads placed in *Township Focus*, Conference Program and on the MTA website. Ads must be a minimum of ¼-page and discount cannot be combined with other offers.
- Save 15% on all booths reserved at the MTA Expo. Not to be combined with other offers.
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the MTA Conference—and when purchasing MTA publications and products.

Free products

- Receive five complimentary subscriptions to *Township Focus*.
- Receive five copies of the annual *Michigan Township Officials Directory*.
- Receive one complimentary Allied Service Provider lapel pin.

Your press releases get more attention

Email press releases about what's going on with your business or organization, and we will post them to the MTA website for greater visibility.





Leadership Circle

Annual Investment: \$5,000

Conduct a “Business Solutions Session” at Conference OR author an article for the *Township Focus* (choose one of the following each year of participation)

Demonstrate your products or share your expertise in a classroom setting! Your company has the option of conducting a special “Business Solutions Session” at the MTA Annual Conference. *Content and format subject to approval by the MTA Knowledge Center. Additional audio visual equipment not already set in the room and food/ beverage service is responsibility of hosting company.*

OR

Be seen as knowledgeable and become more visible to almost 10,000 readers by drafting an informational article for *Township Focus*. *Content and format subject to approval by Township Focus editorial staff.*

Link in *Township Insights*

A link to your website will be placed on MTA’s weekly electronic newsletter, *Township Insights*, sent to more than 7,000 township officials, employees, legislators and more.

Priority at Expo

Pick your spot! Your company has first choice when selecting booth(s) at the MTA Expo, held in conjunction with the Annual Conference.

Materials in Conference delegate bags

MTA will include a brochure or promotional piece supplied by your company in the delegate bags distributed at the MTA Annual Conference.

Get connected

Community Connection is a password-protected social networking site for MTA members. This site provides a unique way for township officials to come together to discuss best practices and share ideas. As an Allied Service Provider, you have access to this site, which allows you to listen to what townships are talking about and jump in on the conversation.

Stay at the host hotel during Conference

Your company is eligible to reserve up to three rooms at the host hotel at the discounted rate during the MTA Annual Conference, based on availability.

Hit the road with MTA

Join MTA staff for MTA’s “On The Road” Regional Meetings, where your company has the opportunity for one representative to participate FREE at each Vendor Showcase, conducted at various sites around the state. Continental breakfast and lunch included! Each additional representative will be billed \$50 per site—a \$10 savings per person from our regular rate.

Mailing labels

Receive a complimentary set of mailing labels containing the names and addresses of all of Michigan’s elected township officials.

Access to MTA’s members-only website

See what MTA members see. MTA’s password-protected members-only website gives you access to a wealth of knowledge and to a searchable, real-time directory.

Use of Allied Service Provider logo

- Use of the Allied Service Provider logo in your company’s marketing materials.
- MTA will include the Provider logo in all ads your company places in *Township Focus*, Township Officials Directory, Conference Program and on the MTA website.
- Logo signage will appear on your table-top display at each Vendor Showcase and on your booth(s) at the MTA Expo.

Recognition in print & on the Web

- Your company will be profiled in a ½-page feature in an upcoming issue of *Township Focus*. Feature can be drafted by MTA or you can submit an article that promotes your products/services, provides background about your company or tells your company's success stories.
- Along with your company's name, logo, contact information and a description of your company's products/services being featured in MTA's Allied Service Provider online directory, your company will also have a link from the MTA home page that brings interested parties directly to your Web page.
- Appear in the monthly Allied Service Provider Index in *Township Focus*.

Discounts equate to additional savings

- Receive a 10% discount on all ads placed in *Township Focus*, Conference Program and on the MTA website. Ads must be a minimum of ¼-page and discount cannot be combined with other offers.
- Save 10% on all booths reserved at the MTA Expo. Not to be combined with other offers.
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products.

Free products

- Receive two complimentary subscriptions to *Township Focus*.
- Receive two copies of the annual *Michigan Township Officials Directory*.
- Receive one complimentary Allied Service Provider lapel pin.

Your press releases get more attention

Email press releases about what's going on with your business or organization, and we will post them to the MTA website for greater visibility.





Keystone Club

Annual Investment: \$2,500

Priority at Expo

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Stay at the host hotel during Conference

Your company is eligible to reserve one room at the host hotel at the discounted price during the MTA Annual Conference, based on availability.

Hit the road with MTA

Join MTA staff for MTA's "On The Road" Regional Meetings, where your company has the opportunity for one representative to participate FREE at each Vendor Showcase, conducted at various sites around the state. Continental breakfast and lunch included! NOTE: Each additional representative will be billed \$50 per site—a \$10 savings per person from our regular rate.

Mailing labels

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See what MTA members see. MTA's password-protected members-only website gives you access to a wealth of knowledge and to a searchable real-time directory.

Use of Allied Service Provider logo

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- MTA will include the Provider logo in all ads your company places in *Township Focus*, Conference Program and on the MTA website.
- Logo signage will appear on your table-top display at each Vendor Showcase and on your booth(s) at the MTA Expo.

Recognition in print & on the Web

Along with your company's name, logo, contact information and a description of your company's products/services being featured in MTA's Allied Service Provider online directory, your company will also have a link from the MTA home page that brings interested parties directly to your Web page.

- Appear in the monthly Allied Service Provider Index in *Township Focus*.

Discounts equate to additional savings

- Receive a 5% discount on all ads placed in *Township Focus*, Conference Program and on the MTA website. Ads must be a minimum of ¼-page and discount cannot be combined with other offers.
- Save 5% on all booths reserved at the MTA Expo. Not to be combined with other offers.
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products.

Free products

- Receive one complimentary subscription to *Township Focus*.
- Receive one copy of the annual *Michigan Township Officials Directory*.
- Receive one complimentary Allied Service Provider lapel pin.

Your press releases get more attention

Email press releases about what's going on with your business or organization, and we will post them to the MTA website for greater visibility.

Frequently asked questions

How is the Allied Service Provider program different from other programs that MTA offers its vendors?

As the economy has cycled from recession to recovery and the make-up of township officials has changed over the past few years, the MTA Board recognizes that township officials need to have increased knowledge of what products and services are available to them. Based on interviews and feedback from vendors, MTA bundled some of its most desirable opportunities into packages that offer participating vendors more value for their dollar than if purchased separately. However, vendors still are able to purchase advertising, rent booth space, buy mailing labels, etc. separately rather than enroll in the Allied Service Provider program.

Our company has been a sponsor at the Annual Conference. Why should we enroll in the Allied Service Provider program and be a sponsor too?

Established programs that MTA offers, such as sponsorship opportunities at the Annual Educational Conference and corporate funding of scholarships for the Township Governance Academy, are targeted to reach a defined audience with a specific purpose, and thus provide a different type of benefit to the sponsoring company. While different, such opportunities can reinforce and augment the marketing aspects of the Allied Service Provider program.

Why are there three levels in the program?

Just as in other aspects of life, a “one-size-fits-all” approach doesn’t provide the best fit for most companies. Your marketing goals are likely different from those of your competitors. Your company has unique objectives. The variety offered in the three Allied Service Provider levels allows companies to choose benefits that are of most value to them.

My life is complicated enough. Isn’t this just going to add more complexity to it?

Our goal is to simplify your sales and customer service efforts by providing one-stop-marketing—a package of opportunities housed under one roof. As an Allied Service Provider, you’ll receive the award-winning *Township Focus*, which features an events calendar and information about upcoming activities. Plus, you’ll be able to plan ahead and put your strategies into place earlier in the process, knowing what benefits and discounts your company is entitled to throughout the year.

This sounds like something my company is interested in, but I’m not sure about getting involved. What are my company’s long-term obligations?

There are no long-term obligations to participate in the Allied Service Provider program. While MTA encourages participating vendors to invest the time and effort necessary to build relations and capitalize on this marketing channel for the long term, companies decide on an annual basis whether they wish to continue to participate in the program. To date, more than 95% of all Allied Service Providers have renewed their commitment to MTA.

What advantage is there to signing up right away?

Without a doubt, the biggest advantage is that your company can start utilizing benefits just as soon as your application has been processed, which can result in considerable savings and greater visibility right from the start!



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