



MICHIGAN MUNICIPAL LEAGUE
BUSINESS ALLIANCE PROGRAM

734.662.3246 – 800.653.2483 – www.mml.org

ABOUT THE MICHIGAN MUNICIPAL LEAGUE

The Michigan Municipal League is the state association of cities and villages. It is a non-partisan, nonprofit association working through cooperative effort to strengthen the quality of municipal government and administration in Michigan. Municipal officials throughout the state consider it their professional service association.

Meeting the challenges of governing

The MML staff is a team of experts in the local government arena. Adhering to the League's mission statement, outlined by our founders in 1899, the staff provides services to help local governments meet their daily challenges:

- Education and conferences
- Field service
- Management consulting services
- Information and legal services
- Research and publications
- Employee benefit programs
- Risk management services
- Advocacy of local issues at the state and federal levels

For more than a century, local officials and business leaders have given generously of their time and vision to improve their communities and to strengthen local government.

You can be part of this legacy. Enroll your company in the League's Business Alliance Program.

Why should you be part of the League's Business Alliance Program?

Like your company, the Michigan Municipal League exists to serve local governments, and with more than 107 years of experience behind us, we've earned a solid reputation with local officials.

The League's Business Alliance Program was created to enable companies to participate with us in our mission to improve the quality of local government. From your marketing perspective, this program is designed to provide you with improved access to your primary market – Michigan's city and village officials.

From the League's perspective, the program is designed to nurture a field of experts that we can call on when we need assistance in a number of areas – answering members' questions, speaking at seminars and convention sessions, writing articles for our magazine, developing resource material for our website, collaborating on publications, and more.

If you want to increase your visibility with local governments in Michigan, take a look at The Alliance and the marketing tools that are part of the program. If you're marketing actively to local governments through advertising and exhibiting, the discounts participants receive on those tools quickly pay back the enrollment fee.

No one knows your company better than you do. No one knows local government better than the Michigan Municipal League. We will be happy to recommend marketing tools to help your business grow in Michigan.



The Alliance is an affiliation program designed to increase your direct access to your primary market. Valuable benefits include discounts and high visibility marketing opportunities for suppliers to Michigan municipalities.

Michigan Municipal Review, the League's bi-monthly magazine, has a readership of more than 30,000 local government officials. Display, business directory and classified ads are available, as well as opportunities to author articles.

The Municipal Yellow Pages, for years the advertising section in MML's *Directory of Michigan Municipal Officials*. This handy desktop and online resource is a critical tool for local officials responsible for millions of dollars of municipal spending each year.

MML Speakers Bureau. The League offers dozens of speaking opportunities every year. Companies participating in The Alliance receive first consideration to present at MML workshops and other events.

Expos, held twice a year at the League's Annual Fall Convention and Spring Legislative Conference, feature displays by suppliers to local government. Show off your best work to a statewide gathering of local officials.

Hospitality Suites, available exclusively to companies that participate in The Alliance, are an excellent opportunity to extend your networking at the Annual Convention.

Sponsorships, proven to boost Expo booth traffic by more than 100 percent, are available at the Legislative Conference, Annual Convention and some smaller MML events.

Program Advertising, proven to boost Expo booth traffic by nearly 50 percent, is available in the Legislative Conference and Convention programs.

Silent Auction Donation, available at the Annual Convention, is a highly visible, potentially tax deductible way to promote your company's name and commitment to local government.

Mailing Labels. Custom mailing lists may be leased from the MML membership database and are available exclusively to companies that participate in The Alliance.

For more information

Please call 800.653.2483 or 734.662.3246 or visit the League's website at www.mml.org/marketingkit/.

To enroll

To enroll, please send your completed application form with payment to: The Alliance, Michigan Municipal League, PO Box 7409, Ann Arbor, MI 48107-7409. Make your check payable to "Michigan Municipal League."

"The MML puts us in touch with our municipal customers and helps us to really understand their needs."

STS Consultants

We've found our Alliance participation valuable in connecting with our governmental clients and prospects. The Business Partnership Program provides a quick and efficient way to reach our constituents.

Hungerford, Aldrin, Nichols & Carter, PC

SILVER LEVEL

Annual
Enrollment
\$500

Certificate of Enrollment, suitable for framing.

2 MML Directories

– *The Directory of Michigan Municipal Officials*, published twice a year, is the only current directory of city and village government in Michigan. At \$48 a copy, this benefit saves your company \$192 a year!

Exclusive right to lease MML member mailing lists. The League maintains the only up-to-date database of Michigan elected and appointed city and village officials. You may lease lists for one-time use, customized for your needs.

2 Michigan Municipal Review (MMR) subscriptions – *Michigan Municipal Review* is the League's bi-monthly magazine, published continuously since 1928. Readership is more than 40,000. A \$48 value.

Annual listing in MMR

– Participants in The Alliance are listed annually in *Michigan Municipal Review* magazine.

10% discount on ½ page or larger display ads in *Michigan Municipal Review* – For a six-time, half-page insertion, that adds up to savings of \$360; for a six-time, full-page insertion, you would save \$540!

10% discount on Municipal Marketplace ads. The Municipal Marketplace is the “business card” ad section at the back of *Michigan Municipal Review* magazine and is a primary source local governments use when they are looking for a new supplier or consultant. If you advertise in this section, you would receive a third MMR subscription worth \$24, and your Alliance participation would save your company \$40 or \$80, depending on the size of your ad.

Receive invitations to submit articles for publication in *Michigan Municipal Review* magazine – Each year we publish dozens of articles written by consultants. We offer first consideration to companies that participate in The Alliance.

10% discount on ads in the Municipal Yellow Pages, printed annually in the *July Directory of Michigan Municipal Officials* and available online at www.mml.org. Another resource local governments use when they are sending Requests for Proposals or are looking for a new consultant. A \$30-\$100+ value.

Notation of participation level in *Municipal Yellow Pages* index, if advertising.

Listing on MML website – Participants are listed in a directory on the MML website (www.mml.org).

“As a participant in The League's Business Alliance Program, DLZ Michigan, Inc. has significantly increased its opportunities to interact with existing and potential clients throughout Michigan. This program focuses on what's important to us as a business, direct interaction with Michigan's community leaders.” DLZ Michigan

News releases about your company posted on the MML website – News releases must be **emailed** to tmurphy@mml.org. The subject line should be “Alliance News.”

First access to Expo booth space before general release.

Discount on booths at the Convention and Legislative Conference Expos. A \$50 value per booth.

Sign on your booth indicating Alliance level if you exhibit at the Legislative Conference or Convention Expo.

Notation of Alliance level in Legislative Conference and Convention programs if exhibiting.

Exclusive right to host a Hospitality Suite at the MML Convention – Hosting a Hospitality Suite is an outstanding way to network with your municipal clients in a setting you plan and organize.

Attend MML training programs at the member price – With more than 50 seminars offered each year, your staff will love this benefit! Your company would save \$55-\$95 on every MML training program attended by you or your staff.

Right to participate in the MML speakers bureau – Companies participating in The Alliance receive first consideration to present at dozens of MML workshops and events.

“Being a participant in The Alliance provides a feeling of belonging, and the support from the League staff is exceptional.”
Severn Trent

If you’re serious about your bottom line, can you afford NOT to enroll?

Annual Silver Level Enrollment Fee: \$500

Using just a few of the marketing tools available to you, you can easily get a dollar-for-dollar return on your \$500 investment. Plus, many of the benefits are available only to companies enrolled in The Alliance – making them invaluable. That means they are of great benefit to you, but we can’t put a dollar value on them.

Sample savings for a company at the Affiliate (\$500) level

Benefit or Marketing Tool Used	Savings
Receive 2 MML Directories 2x/year	\$192.00
Receive 2 MMR magazine subscriptions	\$48.00
Exhibit at Spring Expo	\$50.00
Municipal Yellow Pages ad in one category with 3 x-refs (includes another copy of the MML Directory at \$48)	\$37.50
	\$48.00
Large Municipal Marketplace ad in <i>Michigan Municipal Review</i> (includes a 3rd magazine subscription at \$24)	\$80.00
	\$24.00
One of your staff attends one MML training program	\$81.00
Total Savings	\$555.05



GOLD LEVEL

Annual
Enrollment
\$1,500

Everything a Silver Level participant receives PLUS:

2 more MML Directories
(4 total) – \$384 value.

2 more MMR subscriptions
(4 total) – \$96 value.

Access to the MML Library and Inquiry Service – The League's Municipal Resource Center is packed with information on just about every municipal topic imaginable. You will have access to sample ordinances, resolutions, RFPs, charter language, databases, innovative municipal programs and more when doing research on behalf of a client that is a full member of MML.

10% discount on ALL display ads in *Michigan Municipal Review* – For a ¼-page, six-time insertion. A \$270 value.

Classified ads on the MML website at the member price – Post your management-level job openings. Could save you hundreds on just one ad!

Discount on program advertising at the Convention and Legislative Conference. A \$40 value.

Discount on booths at the Convention and Legislative Conference. A \$100 value.

20% discount on ads in the *Municipal Yellow Pages*.

PLATINUM LEVEL

Annual
Enrollment
\$5,000

Everything a Gold Level participant receives PLUS:

2 more MML Directories
(6 total) – \$576 value.

2 more MMR subscriptions
(6 total) – \$144 value.

Company profile in *Michigan Municipal Review* magazine – INVALUABLE visibility with your key target market! A one-column profile of your company will appear once a year in the MMR.

2 VIP seats at the MML Board of Trustees dinner at the Convention – INVALUABLE networking opportunity!

2 Legislative Conference Luncheon tickets – \$50 value and an INVALUABLE networking opportunity!

2 Legislative Conference Reception tickets – \$50 value and an INVALUABLE networking opportunity!

Discount on booths at the Convention and Legislative Conference Expo. A \$200 value.

One piece of corporate literature in Legislative Conference and Convention delegate packets or in the online convention resources as appropriate – INVALUABLE visibility with your key target market!

Full page ad in the Convention and Legislative Conference programs.

Banner space in a general session at the Annual MML Legislative Conference and Convention (company provides banner) INVALUABLE visibility with your key target market!

The League's Business Alliance Program

Application for new enrollment

To enroll: Please complete both pages of this form and send it with your payment.

If paying by CHECK, mail this completed form, along with your check payable to the Michigan Municipal League, to The Alliance, P.O. Box 7409, Ann Arbor, MI 48107-7409.

If paying by CREDIT CARD, fax this completed form, including the credit card information, to 734-663-4496.

Participation in The Alliance does not constitute a Michigan Municipal League endorsement of the firm or the products or services offered. The Michigan Municipal League reserves the right to accept or reject any applicant, at the Executive Director's discretion, in the best interests of the Michigan Municipal League.

Period of enrollment: The League's Business Alliance Program operates on a July 1 through June 30 enrollment period. Annual renewal notices are mailed in March. Mid-year enrollment is pro-rated to the nearest quarter (July 1, October 1, January 1, April 1).

Enrollment Date:

- July 1
- October 1 (multiply fee by .75)
- January 1 (multiply fee by .50)
- April 1 (multiply fee by .25)

If enrolling effective 4/1, please enroll for that quarter plus the full next year.)

Level of Participation:

- Silver Level – \$500
- Gold Level – \$1,500
- Platinum Level – \$5,000

Amount Due: _____

Payment Method:

Check Enclosed – Check #: _____

Visa/MC/Discover/AmX #: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Firm or organization:

Person to receive marketing mailings and correspondence: _____ Title: _____

Street address: _____

City: _____ State: _____ Zip: _____

Daytime phone: (_____) _____ Fax: (_____) _____

Web page address: _____ Email address: _____

Service Areas: (Circle the primary area and check up to 5 additional secondary service areas.):

- | | | | |
|--------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Architects | <input type="checkbox"/> Equipment Supplier | <input type="checkbox"/> Planning & Zoning Consultants | <input type="checkbox"/> Other - _____ |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Financial Services/Advisors | <input type="checkbox"/> Ordinance Codification | <input type="checkbox"/> Other - _____ |
| <input type="checkbox"/> Billing Service | <input type="checkbox"/> Human Resource Consultants | <input type="checkbox"/> Recreation Suppliers & Consultants | <input type="checkbox"/> Other - _____ |
| <input type="checkbox"/> Computer Consultants | <input type="checkbox"/> Information Technology Consultants | <input type="checkbox"/> Software | <input type="checkbox"/> Other - _____ |
| <input type="checkbox"/> Downtown/Economic Development | <input type="checkbox"/> Landscape Architects | <input type="checkbox"/> Solid Waste/Recycling | <input type="checkbox"/> Other - _____ |
| <input type="checkbox"/> Engineers & Engineering | <input type="checkbox"/> Land Use Consultants | <input type="checkbox"/> Traffic & Transportation | <input type="checkbox"/> Other - _____ |
| <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Water & Wastewater | <input type="checkbox"/> Other - _____ |

25-word description of your services or products:

Please use the back of this form to list the people you want to receive
Michigan Municipal Review magazine and copies of the *MML Directory of Michigan Municipal Officials*.

People to receive Alliance benefit mailings:

Platinum Level (\$5000)

- 6 subscriptions to *Michigan Municipal Review*
- 6 copies *MML Directory of Michigan Municipal Officials*

Gold Level (\$1500)

- 4 subscriptions to *Michigan Municipal Review*
- 4 copies *MML Directory of Michigan Municipal Officials*

Silver Level (\$500)

- 2 subscriptions to *Michigan Municipal Review*
- 2 copies *MML Directory of Michigan Municipal Officials*

Firm or organization:

1) This person should receive: MMR MML Directory

Name: _____ Title: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

2) This person should receive: MMR MML Directory

Name: _____ Title: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

3) This person should receive: MMR MML Directory

Name: _____ Title: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

4) This person should receive: MMR MML Directory

Name: _____ Title: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

5) This person should receive: MMR MML Directory

Name: _____ Title: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

6) This person should receive: MMR MML Directory

Name: _____ Title: _____

Mailing address: _____

City: _____ State: _____ Zip: _____