

Michigan Municipal League

Business Alliance Program



734-662-3246

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www.mml.org

About the >>>
Michigan
Municipal
League

The Michigan Municipal League is the one clear voice for Michigan communities. Through advocacy at the state and federal level, we proactively represent municipalities to help them sustain highly livable, desirable, and unique places within the state. We create and offer our members services and events that range from traditional to cutting edge, in order to help educate and inspire them to remain focused on their passion for the area they represent. We are a non-profit, but we act with the fervor of entrepreneurs; our people are dynamic, energetic and highly approachable, passionately and aggressively pushing change for better communities. Municipal officials throughout the state consider us their professional service association and line of support when it comes to meeting their daily challenges.

Meeting the >>>
challenges
of governing

Our staff is committed to utilizing years of expertise in the local government arena to improve Michigan's communities. Adhering to the mission statement, outlined by our founders in 1899, our staff provides a range of services.

- 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

Fostering >>>
mutually
beneficial
relationships

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. The Business Alliance is an affiliate program that provides businesses servicing municipalities with direct access to their primary market. In turn, the program nurtures a field of business professionals that we can call on when we need their expertise.

The Business Alliance Program

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

With over 109 years of experience, we've earned a solid reputation with local officials. Enrolling your business in the program will enable you to be a part of this legacy. Take advantage of the strong, lasting relationships that we have built to connect with the municipal governments that you want to do business with.

Our marketing tools are invaluable ways to access your target audience. Whether you're already marketing actively to local governments through advertising and exhibiting, or interested in breaking into new markets, the program will provide you with discounts on useful marketing tools that will quickly pay back your enrollment fee.

We are deeply appreciative of the relationships we create. From our perspective, the Alliance provides us with a network of invaluable experts who assist us in carrying out our mission. From time to time, we call on participants to answer members' questions, speak at seminars and Convention sessions, write articles for our magazine, develop resource materials for our website, collaborate on publications, and lend their time in a variety of useful capacities.

The Alliance is here to help you grow your business, while you help us build a stronger Michigan. No one knows local government better than we do. We want to share our resources with your company. Your participation ensures that we can continue to be a collaborative force in Michigan, bringing officials and businesses together to accomplish one goal: making Michigan's governments the best they can be.

Marketing opportunities

The Business Alliance Program is designed to increase your company's visibility to municipal markets. Enrollment in the program gives you access to marketing tools that we have developed over a century of service to local government, with many discounts available to companies that supply municipalities.

Michigan Municipal Review (*The Review*) is our bi-monthly magazine that has a readership of more than 30,000 local government officials. Display and business directory ads are available, as well as opportunities to share your expertise by contributing articles.

The Municipal Yellow Pages is the advertising section in our *Directory of Michigan Municipal Officials*. This handy desktop and online resource is a critical tool that helps local officials responsible for millions of dollars in municipal spending each year to find the businesses they want to work with.

Mailing Labels may be leased from our membership database. These custom mailing lists are available exclusively to companies that participate in the Alliance.

League Speakers Bureau offers dozens of speaking opportunities every year. Companies participating in the program receive first consideration to present at League workshops and other events that attract municipal officials.

Expos are held twice a year during our fall Annual Convention and the spring Capital Conference. Expos feature displays by suppliers to local government, and provide the opportunity to show off your best work to a statewide gathering of local officials.

Hospitality Suites are available exclusively to companies that participate in the Alliance, and are excellent opportunities to network with leaders in business and government during the Annual Convention.

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

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

Silent Auction Donations are available at our Annual Convention, and are a great way to get your company's name out there, and leave a lasting impression. This is a highly visible, tax deductible way to promote your company's commitment to local government.

To enroll

Please send your completed application form with payment to: The Alliance, Michigan Municipal League, P.O. Box 7409, Ann Arbor, MI 48107-7409. Make your check payable to "Michigan Municipal League."

For more information

Please call Terri Murphy at 800-653-2483 or tmurphy@mml.org.

Business Alliance Program Benefits	Platinum \$5,000	Gold \$1,500	Silver \$500
Dedicated League Staff Member	√	√	√
Complimentary League Directories	6	4	2
Complimentary <i>The Review</i> Subscriptions	6	4	2
Access to League library & inquiry service	√	√	
Annual Listing in <i>The Review</i>	√	√	√
Use of Alliance logo in marketing materials	√	√	√
Listing on League website	√	√	√
News releases on Alliance News	√	√	√
Eligible to attend League training programs (at member rate)	√	√	√
Eligible to attend Annual Convention	√	√	√
Eligible to attend Capital Conference	√	√	√
Exclusive right to mailing lists & directory	√	√	√
Complimentary set of mailing labels	√	√	
Complimentary electronic mailing list	√		
Opportunity to submit articles to <i>The Review</i>	√	√	√
Opportunity to participate in League speaker's bureau	√	√	√
Priority choice of booths at expos	√	√	√
Discount on expo booths	√	√	√
Alliance sign on booth	√	√	√
Exclusive right to host hospitality suites	√	√	√
Seats at MML Trustee's dinner (Convention)	2		
Capital Conference luncheon tickets	2		
Banner in general session (Convention/Conference)	√		
Discount on display ads	30%	20%	10%
Discount on Marketplace ads	30%	20%	10%
Discount on Yellow Pages ads	30%	20%	10%
Discount on ads in Event programming	√	√	

