



Michigan Municipal League

Business Alliance Program

We love where you live.



The Business Alliance Program

You want to reach the municipal market with your products and services. The League is here to help!

For over 100 years, we have educated, inspired, and advocated for municipalities all over Michigan from Ironwood in the Upper Peninsula all the way to Monroe on the state's southern border. We love where they live. We're continually striving to help our members improve their communities. We've developed positive relationships with our members and earned their trust. We've put a lot of thought into the best way to share access to our members with you, resulting in a completely revamped Business Alliance Program.

Want to learn more? Please email alliance@mml.org

Benefits

The BAP provides four levels of participation—Signature Elite, Premier, Core, and Basic. Each level offers a unique package of annual benefits. We're sure you'll find a level that meets your needs!



Signature Elite: \$25,000

The Signature Elite level combines advertising and sponsorship opportunities into one, easy to manage package. This level offers exclusive access to the League Board and leadership team as well as municipal officials.

Exclusive Sponsorship Opportunities

- Introduce 1 Capital Conference and 1 Convention session
- Sponsor recognition at Capital Conference and Convention
- Sponsor recognition at the Convention Board dinner and reception
- Eligible to attend certain Board meetings
- 2 tickets to the Awards Gala at Capital Conference and 2 tickets to the Convention Board dinner and reception
- All the benefits of the Premier, Core, and Basic levels

Advertising Opportunities

- Free "A" Expo Booth at Capital Conference
- Free electronic mailing list
- Free ads: One 1/2-page display ad and one large Marketplace ad in *The Review* magazine; full-page ad in Capital Conference and Convention programs (30% discount on all additional ads)
- 30% discount on a Yellow Page ad in the League's annual Directory of Michigan Municipal Officials



With new levels and new benefits, the League's Business Alliance Program can help you deliver your message to your target audience while keeping you on budget. The program will help you build partnerships, create brand recognition, generate leads, and increase product awareness! As a BAP participant, you'll have numerous ways to meet and interact with Michigan's local officials.



Premier Level: \$5,000

If you're interested in networking and direct access to League members through events and mailing lists, the Premier level is for you.

Opportunities

- Free ads: One 1/4 page display ad and one small Marketplace ad in *The Review* magazine; 1/4 page ad in Capital Conference and Convention programs (30% discount on all additional ads)
- 30% discount on a Yellow Page ad in the League's annual Directory of Michigan Municipal Officials
- 2 free registrations for Capital Conference or Convention
- Free League member mailing label set
- Early registration for Capital Conference Expo, plus \$300 discount
- All the benefits of the Core and Basic levels



Core Level: \$2,500

The Core level is ideal for organizations interested in frequent advertising to League members.

Opportunities

- 25% discount on advertising
- Access to League Library and Inquiry Service
- Eligible to submit articles to *The Review* magazine and session topics for League events
- \$200 discount on Expo booth at Capital Conference
- All the benefits of the Basic level



Basic Level: \$1,000

The Basic level offers some simple ways to reach the municipal market.

Opportunities

- Free subscription to *The Review* magazine and the League's annual Directory of Michigan Municipal Officials
- \$100 discount on Expo booth at Capital Conference
- Eligible to attend Capital Conference and Convention at member rate
- 15% discount on advertising



Business Alliance Program Benefits

BENEFIT	SIGNATURE ELITE	PREMIER	CORE	BASIC
	\$25,000	\$5,000	\$2,500	\$1,000
Dedicated League staff member	✓	✓	✓	✓
Complimentary League Directory	6	6	4	2
Complimentary annual <i>The Review</i> subscriptions	6	6	4	2
Annual Listing in <i>The Review</i>	✓	✓	✓	✓
Use of Alliance logo in marketing materials	✓	✓	✓	✓
Listing on League website	✓	✓	✓	✓
Eligible to attend League training programs (at member rate)	2 Free Registrations	✓	✓	✓
Recognition at Annual Expo	✓	✓	✓	✓
Eligible to attend Capital Conference and Convention	✓	✓	✓	✓
Exclusive right to mailing lists & directory	✓	✓	✓	✓
Opportunity to participate in League speaker's bureau	✓	✓	✓	✓
Discount on expo booths	Free "A" Booth	\$300	\$200	\$100
League Directory Yellow Page ads	30%	30%	25% Discount	15% Discount
<i>The Review</i> Display ads	Free 1/2 Ad	Free 1/4 Ad	25% Discount	15% Discount
Marketplace ads in <i>The Review</i>	Free Large Ad	Free Small Ad	25% Discount	15% Discount
Discount on ads in event programming	Free Full-pg Ad	Free 1/4-pg Ad	25% Discount	15% Discount
Opportunity to submit articles to <i>The Review</i>	✓	✓	✓	
Ability to submit an idea for sessions at League events	✓	✓	✓	
Access to League library & inquiry service	✓	✓	✓	
Complimentary Registrations to be used at either Capital Conference or Convention	4	2		
Complimentary set of mailing labels	✓	✓		
Early Expo registration	✓	✓		
Complimentary electronic mailing list	✓			
Sponsor recognition at Capital Conference (\$10k) & Annual Convention (\$10k)	✓			
Introduce 2 sessions a year (1 at Capital Conference, 1 at Convention)	✓			
Sponsor and attend Board dinner & reception at Convention	2			
Attend Board meetings, excluding the Board retreat	2			
Attend Awards Gala at Capital Conference	2			
Logo on website for Capital Conference and Convention	✓			

