



2019 Sponsorship & Advertising Prospectus

Michigan Land Title Association

2019

The MLTA is pleased to provide the following sponsorship, advertising and exhibit opportunities for 2019. Detailed information can be found in the following pages. Event registration will be available after January 1, 2019 for all events/opportunities.

ADVERTISING (Annually January 1 – December 31)

Newsletter & Blog	\$1,000 (annually)
Newsletter Only	\$ 500 (annually)

EDUCATION SUMMIT – March 5-6, 2019

Crowne Plaza Hotel, Lansing

Diamond Level Sponsorship	\$2,000
Gold Level Sponsorship	\$1,500
Silver Level Sponsorship	\$1,000
Bronze Level Sponsorship	\$ 500
Exhibit Booth	\$ 600

MLTA ANNUAL CONVENTION - July 14-16, 2019

Grand Traverse Resort, Acme

Diamond Level Sponsorship	\$5,000
Gold Level Sponsorship	\$3,000
Silver Level Sponsorship	\$2,000
Bronze Level Sponsorship	\$1,000
Exhibit Booth	\$ 800

MLTA Education Seminar – October 16, 2019 / November 6, 2019

October 16, 2019 – DoubleTree, Grand Rapids

November 6, 2019 – Livonia Marriot, Livonia

Sponsorship (2)	\$1,000.00 (both event locations)
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MLTA "Title Bytes" Advertising Contract

About the MLTA "Title Bytes":

Published electronically 4-6 times per year, The MLTA *Title Bytes* benefits numerous key companies, affiliates and individuals in the title industry in Michigan. The newsletter/blog communicates timely information to MLTA members. This information includes member spotlights, MLTA committee updates, legal matters, marketing focus, housing stats, MLTA events and current trends in the title insurance industry.

Advertising Options & Rates:

\$1000 per year (January 1 – December 31)

NEWSLETTER & BLOG

Standard logo with hyperlink availability to a website or PDF both on the delivery newsletter email and on the revolving marquee on our blog space

\$500 per year (January 1 – December 31)

NEWSLETTER

(emailed version with "snippets" that will link to blog – this version will not show logo on the blog as a stand alone) – standard logo with hyperlink availability to a website or PDF

These advertising opportunities are only available on an annual basis to run January 1 – December 31.
Any new advertisers after June will be billed at a 50% pro-rated amount.

Copy & Contract Terms and Conditions:

- Advertisers assume liability for logo and named hyperlink (including text, representation and illustrations) of advertising printed.
- Advertisers agree that the publisher shall be under no liability for the failure to insert any part of any advertisement.
- Advertisers are responsible for pre-payment in full of the cost of any published advertisement in strict accordance with editor's payment scheduled.
- Cancellations cannot be accepted once publication process has been initiated.
- The appearance of advertising in the newsletter does not constitute a guaranteed or endorsement of the quality or value of such product or of the claims made for it by its manufacturer.
- Please retain a copy of the contract for your files and return the original with your payment to MLTA.
- In the event of a breach of this advertising contract by the MLTA, the Advertiser's sole and exclusive remedy shall be to receive a refund of the amount they paid for the ad. The MLTA shall have no other liability whatsoever.
- MLTA reserves the right to cancel this contract at any time upon Advertiser's failure to pay any bill when due.



SPRING SUMMIT SPONSORSHIP OPTIONS
Michigan Land Title Association 2019 Spring Summit
March 5-6, 2019 • Crowne Plaza, Lansing

DIAMOND LEVEL

\$2,000

Company/Firm logo will be placed in the Summit materials which will be circulated to all attendee's, announced at the event, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. Your company/firm logo will be displayed on a large "Summit Sponsor, Diamond Level" poster. This level also entitles the sponsor to one logo ad in the sponsorship showcase section of Title Bytes, 3 tickets to the Summit.

GOLD LEVEL

\$1,500

Sponsor Company/Firm logo will be placed in the Summit materials which will be circulated to all attendee's, announced at the event, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. All Gold Level sponsor company/firm logo will be displayed on a large "Summit Sponsor, Gold Level" poster. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes, 2 tickets to the Summit.

SILVER LEVEL

\$1,000

Sponsor Company/Firm logo will be placed in the Summit materials which will be circulated to all attendee's, announced at the event, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. All Silver Level sponsor company/firm logo will be displayed on a large "Summit Sponsor, Silver Level" poster. This level also entitles the sponsor 1 ticket to the Summit.

BRONZE LEVEL

\$500

Company/Firm logo will be placed in the Summit materials which will be circulated to all attendee's and logo displayed on the MLTA website. All Bronze Level sponsor company/firm logo will be displayed on a "Summit Sponsor, Bronze Level" poster.

Exhibitor Opportunity

\$600 (10 available exhibit booths)

Exhibit table and chair provided. Exhibitor receives one registration to the Summit, which entitles the exhibitor to the business session, planned meals and entertainment. Additional Summit registrations can be purchased.



CONVENTION SPONSORSHIP OPTIONS
Michigan Land Title Association 2019 Summer Convention
July 14-16, 2019 • Grand Traverse Resort, Acme

DIAMOND LEVEL

\$5,000

Company/Firm logo will be placed in the Convention materials which will be circulated to all attendee's, announced at the event, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. Your company/firm logo will be displayed on a large "Convention Sponsor, Diamond Level" poster. This level also entitles the sponsor to one logo ad in the sponsorship showcase section of Title Bytes, 4 tickets to the convention.

GOLD LEVEL

\$3,000

Sponsor Company/Firm logo will be placed in the Convention materials which will be circulated to all attendee's, announced at the event, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. All Gold Level sponsor company/firm logo will be displayed on a large "Convention Sponsor, Gold Level" poster. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes, 2 tickets to the convention.

SILVER LEVEL

\$2,000

Sponsor Company/Firm logo will be placed in the Convention materials which will be circulated to all attendee's, announced at the event, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. All Silver Level sponsor company/firm logo will be displayed on a large "Convention Sponsor, Silver Level" poster. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes and 1 ticket to the convention.

BRONZE LEVEL

\$1,000

Company/Firm logo will be placed in the Convention materials which will be circulated to all attendee's, logo displayed on the MLTA website and your company listed on the confirmation email to our registrants. All Bronze Level sponsor company/firm logo will be displayed on a "Convention Sponsor, Bronze Level" poster. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes.

Exhibitor Opportunity

\$800 (14 available exhibit booths)

Company/Firm logo will be placed in the Convention Materials which will be circulated to all attendees. Exhibit table and chair provided. Exhibitor receives one registration to the annual convention, which entitles the exhibitor to the business session, planned meals and entertainment. Additional convention registrations can be purchased.

MLTA ROOM CRAWL SPONSOR

\$400 +

We have 4 available locations for your entertaining use on Monday, July 15th during the MLTA Room Crawl (following banquet Monday evening). This is a **STAND ALONE** sponsorship and you will be responsible work with the hotel for your bar & food needs. Your company/firm logo will be placed in the convention materials, on the MLTA website and on a separate flyer placed in each registration folder.



MLTA EDUCATION SEMINAR SPONSORSHIP

SPONSOR NAME: _____

CONTACT NAME: _____

CONTACT EMAIL: _____

CONTACT PHONE: _____

MLTA thanks you for your sponsorship! Sponsorship for Fall seminars is \$1,000.00. Your sponsorship will include both sessions of the Fall seminars.

Your sponsorship entitles you to:

Ability to place paper, pens and/or mints/candy at each registrant seat or on attendee tables for seminar prior to the beginning of the session

Ability to place brochure or printed item on **sponsor table** located by door to function

Acknowledgement from podium for sponsorship

Please note – sponsorship does not include registration to seminar(s).