



# 2020 Sponsorship & Advertising Prospectus

# Michigan Land Title Association

## 2020

*The MLTA is pleased to provide the following sponsorship, advertising and exhibit opportunities for 2020. Detailed information can be found in the following pages. Event registration will be available after January 1, 2020 for all events/opportunities.*

### **ADVERTISING (Annually January 1 – December 31)**

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

### **EDUCATION SUMMIT – March 10-11, 2020**

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	\$ 800

### **MLTA ANNUAL CONVENTION - July 12-14, 2020**

Crystal Mountain Resort, Thompsonville

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

### **MLTA Education Seminar – October 7, 2020 / November 11, 2020**

October 7, 2020 – DoubleTree, Grand Rapids

November 11, 2020 –Livonia Marriot, Livonia

Sponsorship (2) (both event locations)	\$750.00/\$1,000.00
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# ***MLTA 2020 Advertising Contract***

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## **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.

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## **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 standalone) – standard logo with hyperlink availability to a website or PDF**

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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.

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## **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 2020 Spring Summit  
March 10-11, 2020 • 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**

\$800 (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 2020 Summer Convention***

***July 12-14, 2020 • Crystal Mountain Resort***

### **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.

### ***2020 MLTA Convention Exhibitor Candidates: Due to limited space and our interest in enhancing our exhibitor's sales and marketing outcomes, we have made several changes to exhibitor opportunities in 2020.***

#### **Exhibitor | Food Vendor Host Sponsorship**

\$1,000

Food vendor exhibitors will have the opportunity to network with convention attendees while hosting a carnival themed food booth or serving as a 'hawker', during the MLTA Convention Welcome Reception, on Sunday, July 12, 2020, from 6:00 PM – 9:00 PM. This sponsorship includes the ability to place up to 2 promotion items in the MLTA welcome bag.

As an added value, MLTA will provide 1 member of your group the opportunity to have breakfast Tuesday morning with 8-10 agency decision makers (all exhibitors will be in same breakfast). Includes 1 convention registration.

#### **Exhibitor | Game Host**

\$1,000

Game host exhibitors will have the opportunity to network with convention attendees while hosting a carnival themed game booth (5), during the MLTA Convention Welcome Reception, on Sunday, July 12, 2020, from 6:00 PM – 9:00 PM. This sponsorship includes the ability to place up to 2 promotion items in the MLTA welcome bag.

As an added value, MLTA will provide 1 member of your group the opportunity to have breakfast Tuesday morning with 8-10 agency decision makers (all exhibitors will be in same breakfast). Includes 1 convention registration.

# MLTA FALL EDUCATION SEMINAR SPONSORSHIP

*October 7, 2020 – DoubleTree, Grand Rapids*

*November 11, 2020 – Livonia Marriot, Livonia*

*Your sponsorship entitles you to:*

## **SPONSOR (1) \$750.00**

- 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 (shared)** located by door to function
- Acknowledgement from podium for sponsorship

## **LUNCH SPONSOR (1) \$1000.00**

- Ability to place brochure or printed item on **sponsor table (shared)** located by door to function
- 1-minute introduction and speaking opportunity to introduce your company during session

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

# 2020 MLTA Sponsorship Commitment Form

(please note at this time we are taking commitments on a first come first served basis for all 2020 events/sponsorships. **Invoices will be sent out after January 1, 2020**)

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Please complete and return to MLTA office at your earliest convenience (confirmation will be sent to email provided):

[marcy@kiltteam.com](mailto:marcy@kiltteam.com)

## ADVERTISING (Annually January 1 – December 31)

- |  |                    |
|--|--------------------|
| <input type="checkbox"/> Newsletter & Blog | \$1,000 (annually) |
| <input type="checkbox"/> Newsletter Only   | \$ 500 (annually)  |

## EDUCATION SUMMIT – March 10-11, 2020

Crowne Plaza Hotel, Lansing

- |  |         |
|--|---------|
| <input type="checkbox"/> Diamond Level Sponsorship | \$2,000 |
| <input type="checkbox"/> Gold Level Sponsorship    | \$1,500 |
| <input type="checkbox"/> Silver Level Sponsorship  | \$1,000 |
| <input type="checkbox"/> Bronze Level Sponsorship  | \$ 500  |
| <input type="checkbox"/> Exhibit Booth             | \$ 800  |

## MLTA ANNUAL CONVENTION - July 12-14, 2020

Crystal Mountain Resort, Thompsonville

*\*Diamond-Bronze you will be asked at a later date to specify events*

- |  |         |
|--|---------|
| <input type="checkbox"/> Diamond Level Sponsorship | \$5,000 |
| <input type="checkbox"/> Gold Level Sponsorship    | \$3,000 |
| <input type="checkbox"/> Silver Level Sponsorship  | \$2,000 |
| <input type="checkbox"/> Bronze Level Sponsorship  | \$1,000 |
| <input type="checkbox"/> Exhibit Sponsorships      | \$1,000 |

Please note specific **exhibit** sponsorship: \_\_\_\_\_

## MLTA Education Seminar – October 7, 2020 / November 11, 2020

October 7, 2020 – DoubleTree, Grand Rapids

November 11, 2020 – Livonia Marriot, Livonia

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Sponsorship (2) | \$750.00/\$1,000.00 |
|--|---------------------|

(both event locations)

Please note \$750 or \$1,000 \_\_\_\_\_