



2022 Sponsorship & Advertising Prospectus

Michigan Land Title Association

2022

The MLTA is pleased to provide the following sponsorship, advertising, and exhibit opportunities for 2022. Detailed information can be found in the following pages. Please complete the last page of this document and return to the MLTA office (marcy@kjlteam.com) at your earliest convenience to hold your spot.

ADVERTISING (Annually January 1 – December 31)

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

EDUCATION SUMMIT – March 15 & 16, 2022

*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 10 – 12, 2022

*Crystal Mountain Resort

Diamond Level Sponsorship	\$5,000
Gold Level Sponsorship	\$3,000
Silver Level Sponsorship	\$2,000
Bronze Level Sponsorship	\$1,000
Exhibit Sponsorships	\$1,200 (limited)

MLTA Education Seminar – October 5, 2022 / November 9, 2022

*October 5, 2022 – DoubleTree, Grand Rapids

*November 9, 2022 – Livonia Marriot, Livonia

Sponsorship (2)	\$750.00 (event) /\$1,000.00 (lunch)
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*As of 1/1/22 the MLTA Board plans to host all events in person. If we are unable to host in person events, the event will be held virtually, and sponsorships will be discounted by 50%

MLTA 2022 Advertising Contract

About the MLTA “Title Bytes”:

Published electronically 4 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 standalone) – 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 2022 Spring Summit
Crowne Plaza Hotel, Lansing
March 15 & 16, 2022

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. This level also entitles the sponsor to one logo ad in the sponsorship showcase section of Title Bytes and 3 registrations 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. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes. Gold sponsorship includes 2 registrations 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. This level also entitles the sponsor 1 registration to the Summit.

BRONZE LEVEL

\$500

Company/Firm logo will be placed in the Summit materials which will be circulated to all attendee's, logo displayed on the MLTA website.

Exhibitor Sponsorship

\$800 (10 available exhibit opportunities)

Exhibitors will receive an exhibit table with two chairs and electrical. Exhibitors will receive recognition on event materials and 1 registration to the event. *This event will be taped for viewing by any MLTA member that was unable to attend for a fee following the event. We will be doing a 30 second drop by at each booth to have you do a company promo for this tape recording, thus your message will reach all attendees.*

CONVENTION SPONSORSHIP OPTIONS
Michigan Land Title Association 2022 Summer Convention
Crystal Mountain Resort
July 10-12, 2022

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 sponsorship will include recognition of your sponsorship from the podium during the event. This level also entitles the sponsor to one logo ad in the sponsorship showcase section of Title Bytes and 4 registrations 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 recognized from the podium during the event. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes, 2 registrations 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 and your logo displayed on the MLTA website. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes and 1 registration 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 and your company logo displayed on the MLTA website. This level also entitles the sponsor to one logo ad in the sponsorship showcase section in the Title Bytes.

EXHIBITOR OPPORTUNITY

\$1,200

Exhibitors will receive an exhibit table, two chairs and electrical at their booth. This exhibitor level will also include 1 registration to the convention. **We are limiting our exhibits to 4 booths and will be received and acknowledge on a first come first served basis.**

MLTA FALL EDUCATION SEMINAR SPONSORSHIP

October 5, 2022 – DoubleTree, Grand Rapids

November 9, 2022 –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 prior to lunch

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

2022 MLTA Sponsorship Commitment Form

(please note at this time we are taking commitments on a first come first served basis for all 2022 events/sponsorships. **Invoices will be sent out after January 31, 2022.** Please note as of 1/1/22 MLTA is planning on IN PERSON meetings. This is subject to change based on current CDC, state, and local guidelines.

NAME: _____

COMPANY: _____

EMAIL: _____

ADVERTISING (Annually January 1 – December 31)

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

EDUCATION SUMMIT – March 15 & 16, 2022

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 Sponsorship | \$ 800 |

MLTA ANNUAL CONVENTION - July 10-12, 2022

Crystal Mountain Resort

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|--|-------------------|
| <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 | \$1,200 (limit 4) |

MLTA Education Seminar – October 5, 2022 / November 9, 2022

October 5, 2022 – DoubleTree, Grand Rapids

November 9, 2022 –Livonia Marriot, Livonia

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

(both event locations)

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

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

marcy@kileam.com