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# Tennessee Municipal League

## Sponsorship Guide

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Discover New Opportunities With





## New Business Opportunities Ahead

**Does your company, business or organization have an interest in getting more involved with providing services, products or expertise to Tennessee's 345 cities?**

Becoming a sponsor with the Tennessee Municipal League allows local governments to get to know you up close and personal. If you are all about providing great work at a competitive rate, new business opportunities are more prevalent than ever with current billion-plus dollar infrastructure and other economic stimulus funding from the state and federal governments.

“ TML has been a great partner of ours for many years. We are thankful for the connections and resources the organization provides in the municipality realm. ”

**ATA CPAs  
Jackson, TN**

“ I have been involved in the TML since becoming mayor. It is the organization where Tennessee's towns and cities – large and small – gather to exchange ideas, recommendations and arrive at solutions to our grand challenges. Our private sector supporters are key to our success. ”

**Mayor Jim Strickland  
Memphis, TN**

For information on population and economic impact of Tennessee cities, see page 2.  
For more information on how to become a sponsor and benefits of each level, see pages 3-4.



# Economic Impact

***Tennessee needs \$61.9 billion worth of public infrastructure improvements between July 2020 and June 2025.***

Total estimated costs for current infrastructure needs fall into six general categories:



Transportation and Utilities  
**\$34.7 billion**



Recreation & Culture  
**\$2.3 billion**



Education  
**\$15.2 billion**



General Government  
**\$1.3 billion**



Health, Safety & Welfare  
**\$8.3 billion**



Economic Development  
**\$277 million**

## Economics, by the numbers

*Tennessee's cities are the economic engines of our state*



**90%**  
of all sales tax revenue is collected in TN cities



**93%**  
of business tax collections are collected in TN cities



**67%**  
of all property value in Tennessee is located in municipal boundaries



**345** Total cities in Tennessee



TN cities are home to **61%** of the state's population based on the 2020 decennial census



Cities grew **11.8%** between 2010-2020 while the state's population growth was **8.9%** over the same period of time



**78%** of all population growth took place in Tennessee's cities over this period of time



# Benefits

## Sustaining Member Sponsorship Opportunities

### GOV'T PARTNERS LEVEL \$500

*Local, state and federal agencies*

- Email subscription to Tennessee Town & City
- Have your company listed in the TML Online Marketplace

### BRONZE LEVEL \$1,000

- All that is included in Gov't Partners Level
- Ad space in TML's Town & City
- Opportunities to submit stories to Tennessee Town & City

### SILVER LEVEL \$2,500

- All that is included in Bronze Level
- A listing of municipal officials

### GOLD LEVEL \$5,000

- All that is included in Silver Level
- Banner ad space on TML website

### PLATINUM LEVEL \$10,000

- All that is included in Gold Level
- Featured Banner in 2 Email Campaigns to the full TML Membership

### DIAMOND LEVEL \$15,000

- Email subscription to Tennessee Town & City
- Ad space in TML's Town & City
- Opportunities to submit stories to Tennessee Town & City
- Feature article in our online newspaper, Tennessee Town & City
- A premium listing of your company in the TML Online Marketplace
- Banner ad space on TML website
- A listing of municipal officials
- A featured banner in 2 email campaigns to the full TML Membership
- A dedicated email highlighting your company to the full TML Membership
- Featured post on TML Facebook and Twitter
- Opportunity to offer special benefits to all TML Members
- Preferred Vendor Status (All Benefits Included)
- Personal introductions to key city leaders

“

We have been a TML member since our founding in 2013. Our membership and participation in the annual conferences has allowed us to grow our consulting engineering business with Tennessee municipalities through TML advertising and networking opportunities.

”

**Asa Engineering & Consulting, Inc.**  
**Chattanooga, TN**



# Benefits

## Sustaining Member Sponsorship Opportunities

### FEATURE LEVEL \$30,000

- All that is included in Diamond Level
- A featured banner in 4 email campaigns to the full TML Membership
- Official Vendor Status (All Benefits Included)
- A hosted webinar inviting TML Members to learn about your product/service

### TITLE LEVEL \$50,000

- Email subscription to Tennessee Town & City
- Ad space in TML's Town & City
- Opportunities to submit stories to Tennessee Town & City
- Feature article in our online newspaper, Tennessee Town & City
- Logo recognition on the header of each page and banner ad in every issue
- A premium listing of your company in the TML Online Marketplace
- Banner ad space on TML website
- A listing of municipal officials
- A dedicated email highlighting your company to the full TML Membership
- Featured post on TML Facebook and Twitter
- Opportunity to offer special benefits to all TML Members
- Preferred Vendor Status (All Benefits Included)
- Official Vendor Status (All Benefits Included)
- Personal introductions to key city leaders
- Category exclusivity as a sponsor
- A hosted webinar inviting TML Members to learn about your product/service
- Featured footer banner on all email campaigns to the full TML Membership

“ TML has always been a great resource for our company. The staff and support are second to none. They are polished, proficient, accessible and always eager to assist. They truly care about their Sponsors and Partners as well as the communities they represent.

**J.R. Wauford & Co.**  
**Nashville, TN**

If your business could benefit from the sponsorship opportunities listed, please contact Debbie Kluth, TML Marketing and Member Services Director at [DKluth@tml1.org](mailto:DKluth@tml1.org) or 615-425-3908.



# The Tennessee Municipal League

*TML is a non-profit organization run by cities, for cities.*

The Tennessee Municipal League is a voluntary, cooperative organization established by the cities and towns of the state for mutual assistance and improvement. The League's primary function is to work with the Tennessee General Assembly on behalf of city governments, promoting legislation helpful to cities and opposing legislation harmful to cities.

Since 1940, the Tennessee Municipal League has been dedicated to helping Tennessee's cities and towns promote economic development and quality of life issues for their communities. The League offers services and programs that will give municipal officials the knowledge and tools for making the best possible public decisions in the complex world of municipal government. The purpose of TML is to help local officials create better cities, towns, laws and government for all Tennessee citizens. Based in Nashville, the Tennessee Municipal League serves as the voice of and advocate for Tennessee's 345 towns and cities.



# Mission Delivery Partners

Over the years, the leadership of TML created three organizations critical to the delivery of our mission of helping Tennessee cities. It all started in 1949 with TML lobbying the legislature for the creation and funding source for the Municipal Technical Advisory Service (MTAS) at the University of Tennessee. In 1979, the TML Risk Management Pool (now Public Entity Partners) was formed to help cities with affordable risk management options. Then, in 1985, the Tennessee Municipal Bond Fund was created to provide cities affordable access to meet their increasing capital needs.



INSTITUTE *for* PUBLIC SERVICE



# Run by cities, for cities.



Exhibiting at the TML Annual Conference is an excellent networking opportunity that allows us to interact with elected officials and city staff. We always look forward to this event and visiting with friends and making new ones.



**Mattern & Craig, Inc.**  
**Johnson City, TN & Kingsport, TN**



TML provides the best forum for business leaders to interact with Tennessee's municipal decision makers, opinion leaders and strategic thinkers.

**Mayor Paige Brown**  
**Gallatin, TN**



The TML Conferences have allowed us to talk to dozens of city officials and administrators. Not only are they more accessible at the conference, but they are away from their day-to-day pressing concerns. This has resulted in many conversations at our exhibit booth, at the receptions or over meals. The conferences have been a convenient way for us to maintain a high profile, and an awareness of our company's products and services.

**VOYA Financial Advisors**  
**Nashville, TN**



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