



Tennessee Municipal League Sustaining Member Sponsorship Opportunities

By supporting TML as a Sustaining Member Sponsor you become an annual partner of the league in our mission to serve Tennessee's towns and cities. The graphic below highlights the benefits included at each level of sponsorship. We are open to additional ways of reaching our members with your products and services. Please reach out to Debbie Kluth, TML Marketing Services Director, to discuss all that can be included in your Sustaining Member Sponsorship: DKluth@tml1.org (615) 425-3908

SUSTAINING MEMBER SPONSORSHIP	Title	Feature	Platinum	Gold	Silver	Bronze	Non-Profit
Annual Rate	\$50,000	\$30,000	\$15,000	\$5,000	\$2,500	\$1,000	\$250
MARKETING AND OTHER BENEFITS							
Email Subscription to Tennessee Town & City	X	X	X	X	X	X	X
Ad space in TML's Tennessee Town & City (2-12 months, depending on level)	X	X	X	X	X	X	
Opportunity to submit stories to Tennessee Town & City	X	X	X	X	X	X	
Feature Article in our online newspaper -- Tennessee Town & City	X	X	X				
Logo recognition on the header of each page and banner ad in every issue	X						
Have your company listed in the TML Marketplace on our website				X	X	X	X
A Premium Listing of your company in the TML Online Marketplace	X	X	X				
Banner Ad Space on TML Website (2, 4, 8 or 12 months depending on level)	X	X	X	X			
A Listing of Municipal Officials	X	X	X	X	X		
A Featured Banner in Two (2) Email Campaigns to the Full TML Membership			X				
A Featured Banner in Four (4) Email Campaigns to the Full TML Membership		X					
A Dedicated Email Highlighting Your Company to the Full TML Membership	X	X	X				
Featured Post in TML Facebook & Twitter (1, 2, or 4 depending on level)	X	X	X				
Opportunity to Offer Special Benefits to TML Members	X	X	X				
Preferred Vendor Status (All Benefits Included)	X	X	X				
Official Vendor Status (All Benefits Included)	X	X					
Category Exclusivity as a sponsor	X						
Personal Introductions to Key City Leaders	X	X	X				
A Hosted Webinar Inviting TML Members to Learn About Your Product/Service	X	X					
Featured Footer Banner on All Email Campaigns to the Full TML Membership	X						



Tennessee Municipal League – Annual Conference & Expo Benefits for Sustaining Member Sponsors

The TML Annual Conference & Expo is a four-day convention packed with keynote speakers, a full slate of workshops offering continuing education credits, an exhibit hall space to feature your products and services, and receptions where you are invited to join the fun and network. **As a Sustaining Member Sponsor you are awarded benefits related to this marquee event.**

We are making every effort to create more engagement with our conference exhibitors, including the implementation of an event game within our conference mobile app that requires visits to your booth to score points and win prizes.

TML is ready to connect you with our city leaders and the decision makers at our Annual Conference & Expo.

SUSTAINING MEMBER SPONSORSHIP	Title	Feature	Platinum	Gold	Silver	Bronze
Annual Rate	\$50,000	\$30,000	\$15,000	\$5,000	\$2,500	\$1,000
ANNUAL CONFERENCE BENEFITS						
10% discount on exhibit fees at the TML Annual Conference						X
Complimentary Exhibit Booth with Registration for Two (2) Representatives				X	X	
Complimentary Exhibit Booth with Registration for Four (4) Representatives	X	X	X			
A Stop for your Company in the TML Conference App Game			X	X		
A Medium-Point Value Stop for your Company in the TML Conference App Game		X				
A High-Point Value Stop for your Company in the TML Conference App Game	X					
Golf Tournament participating sponsor (hole sponsor)	X	X				
Golf Tournament Event Title Sponsor	X					
A Featured Banner on the TML Annual Conference App Homepage	X	X				
Recognition as a Feature Sponsor in all Conference materials, event emails		X				
Recognition as the Presenting Sponsor in all Conference materials, event emails	X					
Dinner with the TML Board of Directors	X	X				
Presenting Sponsor to one of the following: coffee break, meal, awards ceremony		X				
Introduction of Your Company at a Keynote Session with Opportunity to Speak	X					
A Featured Banner As Presenting Sponsor in Event Email Campaigns	X					
TML Chaperone with Personal Introductions to Key City Leaders	X					



Tennessee Municipal League – Additional Marquee Events

The TML Legislative Conference brings our membership together in Nashville during the legislative session to hear from the governor and other state officials, learn from TML staff about the essential issues being debated in the General Assembly, and meet with their legislators on capitol hill.

LEGISLATIVE CONFERENCE SPONSORSHIP	Full	Cosponsor
<i>Annual Rate</i>	<i>\$10,000</i>	<i>\$5,000</i>
MARKETING AND OTHER BENEFITS		
Registration for Two (2) Attendees		X
Registration for Four (4) Attendees	X	
Logo Inclusion In Banner Ad on All Legislative Conference Emails	X	
30-Second Video Spot Played During Event	X	X
Banner Ad in Two (2) Additional Email Campaigns Following Event	X	
Introduction of Your Company at Event with Opportunity to Address Attendees	X	
Personal Introductions to Key City Leaders	X	

District Meetings are an opportunity for TML staff to gather with member cities regionally to discuss local issues, present the legislative priorities determined by the TML Board of Directors, and prepare municipal officials to understand the ongoing and emerging issues being considered by the state legislature and state agencies.

DISTRICT MEETING SPONSORSHIP	Regional Sponsor
<i>Annual Rate</i>	<i>\$5,000</i>
MARKETING AND OTHER BENEFITS	
Banner Ad on All District Meeting Emails	X
30-Second Video Spot Played During Event	X
Introduction of Your Company at Event with Two-Minute Opportunity to Speak	X
Personal Introductions to Key City Leaders	X



Official Vendor Status



Feature and Title level Sustaining Member Sponsors are awarded Official Vendor Status. This allows your company to use a TML logo with Official Vendor on your company website, social media, e-mail signature lines – *anywhere you choose*.

Your company will also receive:

- ▶ A customized letter drafted by TML, signed by the Executive Director, and distributed to all key city leaders across the State announcing that your company has been awarded the status of Official Vendor. The letter will also describe your company's products and services and will include a recommendation to strongly consider your company when making purchasing decisions.
- ▶ Dedicated e-mail with a similar message as the customized letter sent to the full TML membership
- ▶ Listing as the Official Vendor in the TML Marketplace on the TML website
- ▶ Recognition in the online TN Town & City newspaper for being awarded Official Vendor status
- ▶ Company will receive recognition as the Official Vendor on TML social channels
- ▶ Company will receive personal introductions to key city leaders



Preferred Vendor Status



Platinum level Sustaining Member Sponsors are awarded Preferred Vendor Status. This allows your company to use a TML logo with Preferred Vendor on your company website, social media, e-mail signature lines – *anywhere you choose*.

Your company will also receive:

- ▶ A customized letter drafted by TML, signed by the Executive Director, and distributed to all key city leaders across the State announcing that your company has been awarded the status of Preferred Vendor. The letter will also describe your company's products and services and will include a recommendation to strongly consider your company when making purchasing decisions.
- ▶ Dedicated e-mail with a similar message as the customized letter sent to the full TML membership
- ▶ Listing as a Preferred Vendor in the TML Marketplace on the TML website
- ▶ Recognition in the online TN Town & City newspaper for being awarded Preferred Vendor status
- ▶ Company will receive recognition as a Preferred Vendor on TML social channels
- ▶ Company will receive personal introductions to key city leaders