INVEST TODAY IN THE LEAGUE & CONNECT WITH PA COMMUNITIES

2020

Business Leaders Network · Associate Membership
Sponsorship · Exhibiting · Advertising

PML.org
The Pennsylvania Municipal League (The League) is a nonprofit, nonpartisan association. Established in 1900, the mission of The League is to strengthen, empower and advocate for effective local government. Membership in The League is available to any local government interested in focusing on issues, challenges, ideas, and solutions rather than municipal classification. The League membership consists of cities, boroughs, townships, home-rule communities and towns. The League Board of Directors oversees the administration of a wide array of municipal services including legislative advocacy, research and inquiry, publications and group insurance trusts. Services also include programs such as the premier Public Employer Labor Relations Advisory Service (PELRAS) and the only Pennsylvania municipal electric procurement program – the Municipal Utility Alliance (MUA), as well as training certification programs and numerous educational and technical assistance opportunities including training through state awarded contracts such as the PA Construction Codes Academy (PCCA), PA Training Hub for Municipal Learning (PATH), PA Municipal Administration Training Center (PAMATC) and PA Municipal Internship Program (PAMIP).

The League serves 111 direct members, representing more than 3.8 million citizens of Pennsylvania. Through member services and programs as well as secretariat services for the Pennsylvania State Association of Township Commissioners (PSATC) and the Association for Pennsylvania Municipal Management (APMM), The League touches more than 1,100 local governments.

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THE MANY BENEFITS FOR MUNICIPAL MEMBERS:

- **Advocating for core communities** across the Commonwealth through full-time government relations and grassroots efforts.

- **Promoting core communities** through a comprehensive media and communications program that focuses on municipal issues and enhances the work of local leaders.

- **Providing programs and services** that help local officials better serve their communities.

- **Keeping leaders informed** of critical issues that affect municipalities and warrant action by local officials.

- **Strengthening leadership and specialized skills** by offering numerous professional and educational opportunities as well as administering various state training and certification programs, now reaching an even broader audience.

- **Recognizing municipal achievements** by gathering and promoting examples of best practices and honoring municipalities for model programs and initiatives.

- **Partnering with the National League of Cities (NLC)** to supplement resources and strengthen the voice of local government in the nation’s capital.

- **Providing opportunities for involvement and networking** to help municipal officials seek ideas, share solutions and find common ground.

YOU CAN LEARN MORE ABOUT THE LEAGUE BY VISITING OUR WEBSITE AT PML.ORG.
### 111 DIRECT LEAGUE MEMBERS REPRESENTING MORE THAN 3.8 MILLION CITIZENS

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### MEMBERS BY POPULATION

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CONNECT WITH COMMUNITIES ACROSS THE COMMONWEALTH

HOW CAN YOUR ORGANIZATION REACH PENNSYLVANIA MUNICIPAL LEADERS?

The League offers a wide range of opportunities for your business or association to connect with core communities across the Commonwealth. As a Business Leaders Network Member or an Associate Member, you will keep your organization connected with the issues that are important to municipalities and to you. Sponsorship, exhibiting, and advertising puts you at the forefront in the minds of League members. A combination of these opportunities ensures you the visibility, access, and awareness that will help move your organization forward.

REACH THESE TOP DECISION MAKERS

- Mayors
- Councilmembers
- Commissioners
- Supervisors
- Managers
- Business Administrators
- City Clerks
- Finance Directors
- Police Chiefs
- Fire Chiefs
- Purchasing Officers
- Controllers
- Treasurers
- Solicitors
- Other Key Municipal Department Heads

STRENGTH THROUGH ENGAGEMENT; THE LEAGUE IS YOUR MARKETING STRATEGY KEY.

QUESTIONS?

Call The League office at 717-236-9469 or visit our website at PML.org to reach the appropriate League staff.
JOIN THE BUSINESS LEADERS NETWORK & MAXIMIZE YOUR EXPOSURE
The Pennsylvania Municipal League Business Leaders Network was established to promote the exchange of ideas between corporate leaders and the leaders of the Commonwealth’s communities in order to strengthen local government, encourage economic competitiveness and promote corporate civic engagement. It is open to any business entity interested in preserving and reinvesting in the Commonwealth’s core communities.

Set your company or organization apart as a League Business Leaders Network member. Beyond traditional sponsorship, the Business Leaders Network program provides a unique venue for strengthening your understanding of the issues and trends facing our Commonwealth’s communities, engaging in issues that are important to your organization, and building lasting relationships with elected and career officials, as well as with like-minded leaders in the business community and League staff.
YOUR INVESTMENT OF $10,000 INCLUDES THE FOLLOWING BENEFITS:

BOARD & MEMBER ACCESS

- Direct conduit to The League Board of Directors via the Business Leaders Network Liaison
- One network member, selected by The League President and Executive Director, to serve on the Legislative Committee as a non-voting member
- One network member, selected by The League President and Executive Director, to serve on the University-Community Network as a non-voting member
- Attend one selected League Board of Directors meeting/event annually
- Receive two complimentary Municipal Leadership Summit admissions
- Attend all League District Meetings annually
- Attend Annual Meeting of Business Leaders Network
- May submit policy resolutions to The League Board of Directors for review and possible referral to the Resolutions Committee
- First option to conduct training events, when available, including at District Meetings, or publish articles in the Municipal Reporter, The League’s premier magazine
- First option to sponsor The League Board of Directors meeting functions or those scheduled at National League of Cities events
- Receive Municipal Reporter magazine, as well as League Link, Legislative Locator, and Business Leaders Network e-update newsletters, housed in Business Leaders Network member dashboard
- Share and access League policy and research
- Informational seminar opportunities during the Municipal Leadership Summit
- One complimentary webinar presentation opportunity annually
- One complimentary Business Leaders Network Marketplace video opportunity
- Access to The League member contact information via membership directory
ACT NOW TO BECOME A BUSINESS LEADERS NETWORK MEMBER

Contact John Brenner, Deputy Executive Director, at 717-236-9469, ext. *230, 800-922-8063, or via email at jbrenner@pml.org.

VISIBILITY

· Prominent placement of company logo and link to company website on The League’s website – PML.org

· Provision of a Network Listing, as well as business card placement, in the Municipal Reporter magazine

· Periodic publication of company profile in the Municipal Reporter magazine

· Complimentary exhibit booth at the Municipal Leadership Summit, which includes two registrations

· Complimentary full-page ad placed in Municipal Leadership Summit program book

· Prominent display of company logo/name at the Municipal Leadership Summit and training events

RECOGNITION

· Opportunity to be chosen for The League’s Annual Business/Community Partnership Award

· Business Leader recognition during the Municipal Leadership Summit

· League letter of introduction to all League members
CONNECT NOW & HAVE ACCESS TO TOP DECISION MAKERS
JOIN AS A LEAGUE ASSOCIATE MEMBER

Find that connection with the Commonwealth's core communities by becoming an Associate Member of The League. Associate Membership can provide the edge your organization needs in the competitive local government marketplace of products and services.

Providing those products and services to local governments is an important business in Pennsylvania. As a League Associate Member, you will have access to elected and appointed officials from core communities throughout the Commonwealth, and they will become familiar with your business.

ACT NOW TO BECOME AN ASSOCIATE MEMBER
Contact Debbie Bitting, Director of Communications, at 717-236-9469, ext. *223 or via email at dbitting@pml.org.
BENEFITS OF LEAGUE ASSOCIATE MEMBERSHIP

Visibility to Your Targeted Audience – Pennsylvania Elected and Appointed Local Government Officials

- A listing with a link to your company on our website

Valuable Publications to Keep You Informed

- Subscription to The League’s *Municipal Reporter* magazine
- Subscription to The League’s Legislative Locator e-newsletter

Discounts on Advertising and Exhibiting

- A 20% discount on advertising in the *Municipal Reporter* magazine and the Municipal Leadership Summit program book
- A 10% discount on exhibiting/walk-around vendor option at the Municipal Leadership Summit

Access to the Municipal Marketplace

- Access to The League member contact information via the membership directory

Answers to your Municipal Related Questions

- Limited access to The League’s research and inquiry service

THE LEAGUE ASSOCIATE MEMBERSHIP IS OPEN TO:

- Regional and national companies seeking to understand the municipal market and access valuable League discounts
- Non-profit organizations seeking to align with The League
- Universities and Libraries collecting the most up-to-date information on the Commonwealth’s core communities
- Regional councils and non-municipal government entities needing up-to-date information and best practices
- Other businesses looking for a connection to the mission of The League

LEAGUE ASSOCIATE MEMBER ANNUAL DUES

**Associate Membership** (The League) ............................... $600
**Dual Associate Membership** (The League and Pennsylvania State Association of Township Commissioners) ............. $700
**Cooperating Membership*** ........................................... $150

(*additional representatives of an Associate Member)
SPONSOR OR EXHIBIT AT THE MUNICIPAL LEADERSHIP SUMMIT
What is the Municipal Leadership Summit?
The League presents a forum for municipal officials to meet and discuss issues, share ideas, and solve problems. The Municipal Leadership Summit is where Pennsylvania local government officials – representing the Commonwealth's core communities – shop for the latest equipment, technologies, and services for their municipalities.

The event features a full schedule of sessions that are designed to be insightful, informative, and enjoyable for all participants.

The Municipal Leadership Summit is The League’s marquee event, a meeting bringing together approximately 400 elected and appointed municipal officials and guests from across all classes of local government including cities, townships, boroughs and home-rule communities.

YOU ARE INVITED TO BECOME AN IMPORTANT PART OF THE MUNICIPAL LEADERSHIP SUMMIT BY PARTICIPATING AS A SPONSOR AND/OR EXHIBITOR.

MUNICIPAL LEADERSHIP SUMMIT
OCTOBER 1-4, 2020
The Omni William Penn Hotel, Pittsburgh, PA
Sponsorship Opportunities and Benefits

Gold Sponsor – $5,000
- Complimentary exhibit booth, which includes two exhibitor registrations
- One complimentary registration
- Recognition on sign boards in prominent locations
- Opportunity to meet and interact with all elected and appointed officials
- Pre-Summit attendee list with contact information
- Listing in program book
- Company listing and link on League website
- Professional Directory listing in a post-Summit issue of the Municipal Reporter magazine

Silver Sponsor – $2,500
- 25% discount on exhibit booth
- Recognition on sign boards in prominent locations
- Opportunity to meet and interact with all elected and appointed officials
- One complimentary registration
- Listing in program book
- Company listing and link on League website

Bronze Sponsor – $1,500
- Recognition on sign boards in prominent locations
- 50% discount on registration
- Listing in program book
- Company listing and link on League website

Additional Municipal Leadership Summit sponsorship opportunities available for Business Leaders Network Members and Gold Sponsors:

Sponsor a Session
- Keynote Session – $5,000
- Leadership Session – $5,000

Sponsor a Reception
- Welcome Reception 2x – $2,500
- President’s Reception 2x – $2,500

- Mobile App – $2,500
- Bevageware – $4,000
- Charging Station – $1,500
- Lanyards – $2,500
- Hotel Key Card – $2,500
- Summit Bag – $3,000 (co-sponsorship available)
- Agenda At-A-Glance – $750
- A La Carte Opportunities – Contact Mary Costik (see facing page)

Separate from the Municipal Leadership Summit are opportunities to sponsor The League’s Playground Build and NLC events. Please contact John Brenner, Deputy Executive Director, at 717-236-9469, ext. *230 or jbrenner@pml.org.
BUSINESS WITH PA’S MUNICIPAL MARKET BEGINS WITH THE LEAGUE!

People rely on trade shows as one-stop shopping opportunities for their industry.

The exhibit portion of the Municipal Leadership Summit allows each delegate to compare state-of-the-art products and services, learn about new technologies that might benefit their community, and share ideas and experiences with knowledgeable company representatives that make products for the municipal market.

You have the opportunity to participate by either displaying your products and services at an exhibit booth or by networking as a walk-around vendor.

Amenities of exhibiting include: two complimentary exhibitor packages for the day of exhibition, which provide access to breakfast, lunch, and evening reception, as well as prize drawings in the exhibit area; one complimentary ticket to the Host Municipality Event; a company listing in the program book; and a one-year listing on The League’s website.

As a walk-around vendor, you will have the opportunity to attend the entire event and receive the same amenities as a delegate. You will also receive a listing in the Municipal Leadership Summit program book, as well as on The League’s website.

**RATES (paid by August 31):**

- Single exhibit booth ...................... $800
- Double booth .............................. $1,450
- Walk-around vendor .................. $1,000

**ACT NOW TO BECOME A SPONSOR OR EXHIBITOR**

Contact Mary Costik, CMP, Meeting Manager, at 717-236-9469, ext. *232 or via email at mcostik@pml.org.
STRENGTH THROUGH ENGAGEMENT. INVEST NOW.
LETT US HELP YOU REACH YOUR ADVERTISING GOALS

The League offers advertising opportunities for your organization to reach key decision makers and reinforce your products or services with elected officials and municipal department leaders in Pennsylvania’s core communities.

We provide two venues for prime advertising – The Municipal Reporter magazine, published three times per year, and the Municipal Leadership Summit program book.

ADVERTISING IS THE KEY TO YOUR COMPANY’S SUCCESS IN ANY ECONOMY.

· Your company will stand out; you will be heard more loudly and clearly.

· You will be perceived as more successful and reliable than your competitors whose ads have disappeared.

· Your target audience will have more confidence in your business, as they will readily recognize your name or brand.

ACT NOW TO ADVERTISE
Contact Debbie Bitting, Director of Communications, at 717-236-9469, ext. *223 or email dbitting@pml.org.

MEMBERSHIP AND MULTIPLE-PLACEMENT ADVERTISING DISCOUNTS AVAILABLE!
The Municipal Reporter magazine – a publication of The League, the Pennsylvania State Association of Township Commissioners (PSATC), and the Association for Pennsylvania Municipal Management (APMM) – is your personal, direct line to your target audience. By advertising in the Municipal Reporter, you are reaching the officials who are actually searching for products and services like yours. Best of all, these are the officials who have the authority to make decisions and purchases.

With a circulation of over 2,500, the Municipal Reporter is read by Pennsylvania municipal officials including: mayors, councilmembers, commissioners, supervisors, managers, directors of finance and administration, and personnel directors – as well as members of the State General Assembly, the Pennsylvania Congressional Delegation, and directors of the National League of Cities and the state municipal leagues.

AD RATES (b/w, per insertion) for Municipal Reporter:

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Preferred Position (full page only)* $695

Professional Directory (annually) $440

(Additional $200 full color rate per insertion)

(*inquire regarding availability)

AD COPY DEADLINES/PROJECTED MAILING DATES

**Spring** | Sustainability edition
March 2 / Late April

**Summer/Fall** | Leadership edition
July 1 / Late August

**Winter** | Risk edition
November 2 / Late December

THE MUNICIPAL LEADERSHIP SUMMIT PROGRAM BOOK

gives your business the opportunity to reach municipal officials every day of the Municipal Leadership Summit by placing an advertisement. The program book serves as a vital directory for delegates. In addition, it contains pertinent and useful League information that makes it perfect for use as a year-round reference guide.

AD RATES for Municipal Leadership Summit Program Book

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Preferred Position (full page only)* $600

(*inquire regarding availability)
INTERESTED IN CONNECTING WITH THE LEAGUE AND THE COMMONWEALTH’S FULL-SERVICE COMMUNITIES?
CONTRACTS ARE AVAILABLE FOR THE FOLLOWING:

League Business Leaders Network
League Associate Membership
Municipal Leadership Summit Sponsorship Opportunities
Municipal Leadership Summit Exhibiting
Municipal Leadership Summit Program Book Advertising
Municipal Reporter Advertising
Playground Sponsorship Opportunities
NLC Function Sponsorship Opportunities

To request a contract or for more information, email appropriate staff member or fax your request to 717-236-6716.