



*Maryland Association of Counties*

# 2013 CORPORATE PARTNER PROGRAM





## *An Invitation to Potential Corporate Partners:*

Established in 1951, The Maryland Association of Counties (MACo) is a non-profit and non-partisan organization that serves Maryland counties by articulating the needs and ideas of local governments to the Maryland General Assembly. The Association's membership consists of county elected officials and representatives from Maryland's 23 counties and Baltimore City. Through MACo's advocacy, training, education programs, and annual conferences, the Association's members are provided with opportunities to improve their capacity to serve their residents.

County governments are always searching for new ways to deliver efficient and cost-effective services to their constituents. In 2010, the MACo Corporate Partner Program was established to provide a forum for companies and organizations to market themselves to county decision-makers. Through the exchange of ideas and information, lasting partnerships have been formed. The Program's current Partners are representative of a variety of industries including, but not limited to, energy, health, legal, banking, and technology services.

Enclosed you will find a detailed outline of the specific benefits that are included in the Association's Corporate Partner Program, as well as the varying partnership levels. A few of the many Corporate Partner benefits include:

- **Reduced Registration and Exhibit Prices:** Complimentary and discounted rates to attend and exhibit at the MACo Annual Winter and Summer Conferences depending on partnership level.
- **Complimentary Advertisement and Promotion:** Free business listing and advertisement in the Association's statewide *Directory of County Officials*, placement of logo and website link on MACo's homepage, and free sponsorship opportunities at our conferences.
- **Networking Events with County Elected Officials:** Two events are held for MACo's Corporate Partners, allowing direct access to county decision-makers and MACo Board of Directors.

Thank you for considering joining the MACo Corporate Partner Program.

Sincerely,

A handwritten signature in black ink that reads 'Ingrid M. Turner'.

Ingrid M. Turner, Esq.  
Council Member, Prince George's County  
President, MACo Board of Directors

A handwritten signature in black ink that reads 'Michael Sanderson'.

Michael Sanderson  
Executive Director  
Maryland Association of Counties (MACo)

# Maryland Association of Counties

## Corporate Partner Program

### Connection

#### Why should you partner with MACo?

- *Our Presence:* MACo is the voice of county government in Maryland; we work directly with county officials to influence Maryland public policy.
- *Our History:* Since the 1950s, MACo has served county governments by articulating the needs and ideas of counties to the Maryland General Assembly in Annapolis.
- *Our Services:* In addition to legislative advocacy, MACo provides educational, technical, and research support to help county governments deliver effective and efficient services to the citizens of Maryland.

*We are directly connected to the leadership in county government – and we can connect you to them!*

#### Partnerships make smart business sense

- MACo puts you face-to-face with county decision-makers and buyers.
- MACo can help you forge lasting connections with others seeking a mutually beneficial relationship across the county community.
- MACo represents every Maryland County, so every county's elected and appointed officials attend our conferences and events.

### Benefits

#### Something for Everyone

- Exposure to county elected and appointed officials at MACo conferences through complimentary sponsorships, signage, and advertising.
- Networking opportunities for our Partners and county leadership.
- Advertising in the various MACo publications.
- Publicizing your company's business via internet communications including our website and our *Conduit Street* blog. (*Our Blog receives upwards of 750 daily hits during the General Assembly Session!!*)
- Exclusive "MACo Corporate Partner" icon to display on your website or printed materials.

#### Interested in Additional Sponsorships?

- Corporate Partners are the first to receive the sponsorship and advertising brochures for our events.
- You get first pick of our additional high-visibility sponsorships!

#### 3 Levels to Choose From

- The higher the level of support, the greater the benefits, the greater exposure to county government officials, and the greater the possibilities for promotion to targeted county leaders.

### Opportunity

#### Invaluable Opportunity

- Develop long-term relationships with county officials, decision-makers, and buyers that will be beneficial and invaluable in the future.
- Access to networking events and promotional opportunities that only MACo can provide.
- Direct exposure to not only local government officials, but also state officials, legislators, and other government leadership.
- By supporting MACo, you support county government, and that's something to be proud of!
- Corporate Partners are uniquely positioned to receive the highest visibility with MACo members – all 23 Maryland counties and Baltimore City.
- Working through MACo can truly afford you the advantage you deserve to help your business grow.

**Apply by December 3, 2012 to select your Exhibit Booth space for the upcoming 2013 Winter Conference.**

Sign and return the enclosed Corporate Partner Contract by December 3rd to reserve an exhibit space at the 2013 Winter Conference. Exhibit space will be assigned on a first come, first served basis.

**Summer Conference and Crab Feast** - Nearly 2,000 county, state and federal government officials, speakers, and exhibit personnel gather for continued education, briefings from State agencies, meetings, sharing ideas and networking with a 230-booth Trade Show. Gold Partners will receive first priority on Prime Exhibit Space in Hall A/B at the Summer Conference. Silver and Bronze Partners may also register now for excellent booth location before anyone else. Booths will be assigned on a first come, first served basis.

- ◆ **Gold Partners receive complimentary booth space in Exhibit Hall A/B in a prime location if your application is received no later than May 3rd!** Hall A/B is our largest exhibit hall and the host of the MACo President's Reception. This is where you want to be!
- ◆ **Silver and Bronze Partners receive a 50% discount on booth space. Guaranteed booth placement in Exhibit Hall A/B if your application is received no later than May 3rd.**

**"Must-Have" Publication** - *The Directory of County Officials*, produced by MACo, is published biennially. This indispensable statewide directory lists county, municipal, State, and federal elected officials, State appointed officials, key county and State department personnel, county and State agencies and offices. Nearly 2,500 copies are distributed to county government officials, State officials, federal delegation members, non-profits, businesses, advertisers, and others. That means your complimentary advertisement in the Directory would be seen by thousands of Maryland decision-makers.

**Communications and Promotions** - Through print and electronic communications, members are provided with easy access to information, events and research. MACo's website and *Conduit Street* blog receive thousands of visitors each week. In April of 2012, we hit 1548 views in one day! News updates are added daily, offering our members timely county government news, event updates, and partnership opportunities.

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# CORPORATE PARTNER PROGRAM TESTIMONIALS

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“The Corporate Partner Program has provided us with a distinctive platform to update localities on important community initiatives such as our Comcast Cares Day volunteer projects, Leaders & Achievers Scholarships Program, and our initiative-Internet Essentials-a program designed to help close the digital divide around the country and within the state of Maryland.

The Corporate Partner Program has proven to be one of the most efficient and cost-effective ways to showcase advanced products and services, exchange information, foster relationships and better understand the issues and priorities facing our local government partners.”

-Comcast  
*Gold Partner*

“Washington Gas Energy Services views our participation with MACo as the logical way to gain exposure to many State and local governmental customers, including numerous county and city municipalities and school systems in the state of Maryland. Our participation with MACo has certainly helped our exposure to these various entities.”

-Washington Gas Energy Services  
*Silver Partner*

“MACo, like LGIT, provides a tremendous service to Maryland’s local governments, and the Corporate Partnership Program allows MACo to provide this service at a cost that is affordable to its membership.”

-Local Government Insurance Trust (LGIT)  
*Gold Partner*

“Nationwide Retirement Solutions has been a Corporate Partner of MACo since the inception of the Program...Through the Partnership Program, Nationwide is able to attend various conferences and meetings held throughout the year, which raises our visibility as a service provider in the state... Nationwide is welcome to share news and information about our products and services with readers of the newsletter. The Blog is also available to communicate news that may be important to MACo members.”

-Nationwide Retirement Solutions  
*Gold Partner*

# The Benefits of a MACo Corporate Partnership for 2013

Apply by May 3rd to Pre-Select Summer Conference Booth Space (See booth diagram on next page)	<b>GOLD</b> <b>\$10,000</b>	<b>SILVER</b> <b>\$7,500</b>	<b>BRONZE</b> <b>\$5,000</b>
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## 2013 Winter Conference Benefits

Exhibit Booth Space available on a limited basis. <i>Apply by December 3rd</i>	Free	Free	Free
Free Full Conference Registrations	4	2	1
Additional Conference Registrations at Reduced County Member Rate	Unlimited	Unlimited	Unlimited
Complimentary Event Sponsor	Inaugural Banquet	Welcoming Banquet	Inaugural Banquet Reception
Complimentary Program Advertisement	Full Page	Full Page	Half Page
Program & Onsite Corporate Partner Signage	✓	✓	✓
Welcoming Reception with Elected Officials	✓	✓	✓

## 2013 Summer Conference Benefits

Exhibit Booth in Hall A/B <i>Apply by May 3rd to Pre-Select space</i>	100% Free	50% Discount	50% Discount
Booth Location in Hall A/B <i>Apply no later than May 3rd</i>	Prime Location	✓	✓
Free Full Conference Registrations	4	2	1
Additional Conference Registrations at Reduced County Member Rate	Unlimited	Unlimited	Unlimited
Complimentary Event Sponsor	Crab Feast	President's Reception	Welcoming Session
Complimentary Program Advertisement	Full Page	Full Page	Half Page
Complimentary Golf - Tee Times	4	2	1
Complimentary Golf - Hole Sponsor	✓	✓	
Program & Onsite Corporate Partner Signage	✓	✓	✓
Corporate Partner Appreciation Dinner with MACo Board of Directors & Leadership	✓	✓	✓

## Directory of County Officials

Complimentary Corporate Partner Listing	✓	✓	✓
Complimentary Advertisement	Full Page	Full Page	Half Page
Complimentary Copies (Books/CDs)	4/4	4/4	2/2

## Communication Benefits

Complimentary posting on MACo website of Partner logos and website links	✓	✓	✓
Complimentary <i>MACo Corporate Partner</i> icon for website	✓	✓	✓
Opportunity to highlight information directly relevant to counties on MACo blog and website	✓	✓	✓
Promotion of Corporate Partnership in print and electronic communication	✓	✓	✓





# 2013 MACo Corporate Partner Contract

Corporate Partnerships are calendar-year based.

This contract is valid only for the 2013 calendar year.

## PARTNER INFORMATION

### Choose One Below:

- GOLD \$10,000
- SILVER \$7,500
- BRONZE \$5,000

### Preferred Summer Conference

### Exhibit Booth Number:

(please use diagram to the left)

\_\_\_\_\_ First Choice \_\_\_\_\_ Second Choice

Company/Organization/Association: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Business Website: \_\_\_\_\_

*\*Please attach a short description of your services (100 word limit) and email us your logo\**

## AGREEMENT

*I agree to the Corporate Partner Program Terms as stated in this brochure and authorize this contract on behalf of my business or organization as a (check only one) \_\_\_\_\_ Gold \_\_\_\_\_ Silver \_\_\_\_\_ Bronze Partner*

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT METHOD

Payment must accompany this form to be processed. We accept payment in the form of check, VISA, and MasterCard. Please make checks payable to MACo. Check appropriate box for method of payment:  Check  VISA  MasterCard (AMEX not accepted)

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card (please print): \_\_\_\_\_ Signature: \_\_\_\_\_

**MAIL OR FAX completed registration form with payment to:**

**MACo, 169 Conduit Street, Annapolis, MD 21401 Phone: 410.269.0043 Fax: 410.268.1775**

**Questions: Contact Kaley Walker at [kwalker@mdcounties.org](mailto:kwalker@mdcounties.org)**

**To learn more about MACo, visit [www.mdcounties.org](http://www.mdcounties.org)**

## TERMS OF PARTNERSHIP

- MACo reserves the right to refuse any Corporate Partner application which, in the opinion of the Association, is not in keeping with its mission and goals. Sponsorships and advertising from partisan and political groups and individuals are specifically prohibited.
- Corporate Partner benefits are intended to be used only by employees of the Partner. Benefits are non-transferable to clients and outside company representatives.
- *Those interested in the Corporate Partnership Program are strongly encouraged to join the program as EARLY as possible.* Choices for conference benefits, such as exhibit booth location, are granted on a first-come, first-served basis. Gold Partners are guaranteed Priority Booth Location in Hall A/B for the Summer Conference if signed up prior to December 3rd.
- Corporate Partners are subject to the same deadlines for event sponsorships as other applicants.

MACo USE ONLY:

Date Received: \_\_\_\_\_ Check #: \_\_\_\_\_ Amount Paid: \_\_\_\_\_

**Maryland Association of Counties**  
169 Conduit Street  
Annapolis, Maryland 21401  
www.mdcounties.org

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**Maryland Association of Counties**

169 Conduit Street, Annapolis, MD 21401  
410.269.0043 / 301.261.1140

**Executive Director, Michael Sanderson**  
msanderson@mdcounties.org

**Legislative Director, Andrea Mansfield**  
amansfield@mdcounties.org

**Legal & Policy Counsel, Leslie Knapp Jr.**  
lknapp@mdcounties.org

**Administration & Finance Director, Leslie Velasco**  
lvelasco@mdcounties.org

**Meetings & Events Director, Virginia White**  
vwhite@mdcounties.org

**Policy Analyst, Robin Clark**  
rclark@mdcounties.org

**Outreach Coordinator, Kaley Walker**  
kwalker@mdcounties.org

**Administrative Assistant, Allison Valliant**  
avalliant@mdcounties.org

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# **2013 Corporate Partner Program Information**