



MATS Business Partnership

Application for new enrollment

To enroll: Please complete this form and send it with your check (Payable to "MATS") to:
MATS Business Partnership
c/o Executive Director Judi Lintott
4642 Walnut Court, Ypsilanti, MI 48197

Participation in the MATS Business Partnership does not constitute endorsement by Michigan Association of Township Supervisors of the firm or the products or services offered. MATS reserves the right to accept or reject any applicant for any reason in the best interests of the Michigan Association of Township Supervisors.

Enrollment Date	Fee
January 1	\$350 per year
April 1	\$262.50 (75%)
July 1	\$175.00 (50%)
October 1	\$87.50 (25%)

Period of enrollment:

The MATS Business Partnership operates on a calendar year. Annual renewal notices are mailed in early November. Mid-year enrollments are prorated to the nearest quarter (April 1, July 1, October 1, January 1).

Firm or Organization

Person to receive marketing mailings & correspondence

Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

Email _____

Website _____

Please email a brief description of your firm's services to info@matsupervisors.org.

Person to be listed on www.matsupervisors.org, if different from above:

Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

Email _____

MATS is decision makers.

Send your BUSINESS to the TOP of the township.



The Michigan Association of Township Supervisors

With 1240 townships in Michigan, double the number of cities, villages and counties combined, townships provide strong roots for Michigan's citizens. The Michigan Association of Township Supervisors was created almost a decade ago by Township Supervisors seeking a way to better network with each other and to see that their educational needs were met. They were seeking ways to strengthen the quality of municipal government and administration in Michigan's rural communities. While the association has grown to nearly 300 members, that mission holds strong.

With its first executive director providing professional administrative support to the volunteer board, MATS is moving forward in its charge to better meet the needs of professional Township Supervisors. We invite you to join us.

Why are Township Supervisors important to your business?



Whatever your target market, connecting with a potential client's **top decision maker** should be your number one priority. If township governments in Michigan are part of your target market, connecting with the Township Supervisor means you just got a base hit. The Supervisor is not just the top elected official; he or she is also the top administrative official. (If you're more familiar with city government, the

position is sort of a cross between a mayor and a city manager.) That means they don't just make recommendations to the Board, they are part of the voting body that makes decisions about everything from the expenditure of funds to the selection of a consultant.

Why should you be part of the MATS Business Partnership Program?



Like your company, MATS exists to serve communities, specifically to serve Township Supervisors. Our membership is nearly 300, and we're growing.

The goals of the MATS Business Partnership Program can be looked at from two sides. From your savvy marketing perspective, the program is a fantastic tool to help you get your message

in front of a key pool of potential clients.

From the MATS perspective, the program is a way to help us strengthen our pool of resources. We look to our business partners to be key members of our team in serving Michigan's rural communities. We seek out our business partners first when we need questions answered, when we need speakers for seminars and conventions, when we need newsletter articles, when we are developing resource materials for our web site, when we have sponsorship and exhibit opportunities, and more.

If you want to increase your visibility with Michigan's Townships, take a closer look at the MATS Business Partnership Program. Our members are the decision makers you need to reach. Give us a call.

If you have questions, please contact MATS Executive Director Judi Lintott, 734-572-8776; info@matsupervisors.org.

MATS Partnership Benefits

Certificate of Enrollment, suitable for framing.

Detailed listing on MATS website, complete with a description on your company's services and live links to email and your website.

Printed MATS Membership Directory – Updated continually, this is the most current directory of Township Supervisors who are members of MATS.

Exclusive right to lease MATS member mailing lists. MATS works hard to maintain an up-to-date database of Michigan's Township Supervisors. You may lease lists of Supervisors who are members of MATS for one-time use, customized for your needs.

News releases about your company's township work posted on the MATS website – Email news releases to info@matsupervisors.org. The subject line should be "MATS Business Partner News"

First access to exhibit opportunities – Twice a year, as part of its Spring and Fall Education Conferences, MATS hosts an exclusive vendor-hosted reception, limited to approximately 25 exhibitors.

First access to sponsorship opportunities. – Sponsorship opportunities are available at several MATS events each year.

First consideration for opportunities to speak on topics specific to your area of expertise. Each year, MATS hosts several education events featuring more than two dozen presenters.

Listing on a flyer or in the program in the registration packets at all MATS conferences and education programs.

Exclusive right to host a Hospitality Event at a MATS Conference.

Invitation to attend the MATS Annual Meeting held each March or April during the Spring Education Conference. This is the largest annual gathering of Township Supervisors, typically attended by nearly 100 Supervisors.

Annual Enrollment – \$350