



**MICHIGAN
COUNTIES**

Legislative Conference

2025

April 7-9, 2025
DoubleTree Hotel, Lansing

SPONSORSHIP OPPORTUNITIES

MICHIGAN COUNTIES LEGISLATIVE CONFERENCE

DoubleTree Hotel
Lansing, Michigan

April 7-9, 2025

Elevate your brand at the 2025 Michigan Counties Legislative Conference!

We're offering a variety of high-impact options designed to promote brand recognition and exposure.

MAC has made a significant change to the operations of its Legislative Conference. **There will not be an Exhibitor Show.** Firms that have traditionally exhibited do retain the option to purchase an attendee registration to the Legislative Conference.

MAC will continue to offer an Exhibitor Show at its Annual Conference, with enhanced benefits for vendor partners. Expect details on that this summer.

We encourage you to explore other ways to participate in the Legislative Conference through sponsorship opportunities below.

SPONSORSHIP OPPORTUNITIES

Deadline to register - March 14, 2025

\$4,500 | SUPERIOR SPONSOR

- You pick one:
 - Recognition as a sponsor of the Monday Networking Reception with co-branded beverage napkins
 - Branded notepads at each place setting inside the meeting room - Exclusive
 - Recognition as Tuesday AM Break Sponsor with branded beverage napkins - Exclusive
 - Recognition as Tuesday PM Break Sponsor with branded disposable coffee cups - Exclusive
 - Inside front cover ad - Exclusive
 - Inside back cover ad - Exclusive
- Recognized as a Co-Sponsor of Tuesday Lunch
- Feature spot on social media
- Two complimentary registrations for the Legislative Conference, ensuring direct engagement with key attendees and prime networking opportunities
- Full-page ad (if exclusive inside front/back cover ad not selected) in the program booklet
- Mailing list of attendees - connect with attendees before they arrive to maximize engagement, schedule one-on-one meetings during the conference or take advantage of post-event outreach
- Opportunity to add a gift/announcement/flier to registration bags
- Logo with link on the MAC conference website
- Logo in program booklet
- Conference Sponsor signage
- **SPECIAL BENEFIT:** Plan ahead to join us at the Annual Conference at the Grand Traverse Resort (Sept. 30-Oct. 2) and receive a **COMPLIMENTARY** booth!

SPONSORSHIP OPPORTUNITIES *-continued*

Deadline to register - March 14, 2025

\$3,500 | MICHIGAN SPONSOR

- Recognized as Co-Sponsor of Tuesday Breakfast
- Recognized as Co-Sponsor of Tuesday morning conference sessions
- Digital meeting room sign, poster and video screen inside the meeting room
- Two complimentary registrations for the Legislative Conference, ensuring direct engagement with key attendees and prime networking opportunities
- Feature spot on social media
- Full-page ad in the program booklet
- Mailing list of attendees - connect with attendees before they arrive to maximize engagement, schedule one-on-one meetings during the conference, or take advantage of post-event outreach
- Logo with link on the MAC conference website
- Logo in program booklet
- Conference Sponsor signage
- **SPECIAL BENEFIT:** Plan ahead to join us at the Annual Conference at the Grand Traverse Resort (Sept. 30-Oct. 2) and receive a **25% discount** on booth rental!

\$2,500 | HURON SPONSOR

- Recognized as Co-Sponsor of Wednesday Breakfast
- Recognized as Co-Sponsor of Tuesday afternoon conference sessions
- Digital meeting room sign, poster and video screen inside the meeting room
- One complimentary registration for the Legislative Conference, ensuring direct engagement with key attendees and prime networking opportunities
- Feature spot on social media
- Half-page ad in the program booklet
- Logo with link on the MAC conference website
- Logo in program booklet
- Conference Sponsor signage
- **SPECIAL BENEFIT:** Plan ahead to join us at the Annual Conference at the Grand Traverse Resort (Sept. 30-Oct. 2) and receive a **15% discount** on booth rental!

SPONSORSHIP OPPORTUNITIES *-continued*

Deadline to register - March 14, 2025

\$1,500 | ONTARIO SPONSOR

- Recognized as Co-Sponsor of Wednesday morning conference sessions
- Digital meeting room sign, poster and video screen inside the meeting room
- One complimentary registration for the Legislative Conference, ensuring direct engagement with key attendees and prime networking opportunities
- Half-page ad in the program booklet
- Social media promotion on MAC channels
- Logo with link on the MAC conference website
- Logo in program booklet
- Conference Sponsor signage

\$950 | ERIE SPONSOR

- Quarter-page ad
- Social media promotion on MAC channels
- Logo with link on the MAC conference website
- Logo in program booklet
- Conference Sponsor signage

CANCELLATION POLICY

All cancellations must be submitted to the Michigan Association of Counties, in writing, on or before March 14, 2025. Refunds will be issued, minus an administrative fee of 15%. No refunds will be issued if canceled after March 14, 2025.

[REGISTER HERE](#)

CONFERENCE SCHEDULE

Subject to change

MONDAY, APRIL 7

4:30PM	Registration Desk Opens
4:00PM - 5:00PM	MAC Board Meeting
5:30PM - 6:30PM	Strolling Dinner Premier Partners Vendor Showcase

Subject to change

TUESDAY, APRIL 8

7:30AM	Registration Desk Opens
7:30AM - 8:15AM	Breakfast
8:15AM - 9:15AM	POD 1: Your Association at Work in 2025
9:15AM - 10:00AM	POD 2: What is Changing in Washington D.C.
10:00AM - 10:15AM	Networking Break
10:15AM - 11:00AM	POD 3: Addressing Michigan's Juvenile Bed Shortage
11:00AM - 11:45AM	POD 4: Rehmann Sponsored: Dealing with Ransomware Attacks: A County Perspective 
11:45AM - 12:45PM	Lunch
12:45PM - 1:30PM	POD 5: What the Heck is a "Con-Con" Anyway?
1:30PM - 2:15PM	POD 6: Getting Housing Built: How Counties Can Leverage State Resources
2:15PM - 2:30PM	Networking Break
2:30PM - 3:15PM	POD 7: Better Roads? That's Gonna Cost You
3:15PM - 4:00PM	POD 8: Gallagher Sponsored: Addressing the Healthcare Challenge - County Perspectives and Opportunities 
4:30PM - 6:00PM	Networking Reception Strolling Dinner
9:00PM - 11:00PM	President's Hospitality Suite

WEDNESDAY, APRIL 9

7:30AM	Registration Desk Opens
7:30AM - 8:30AM	Breakfast
8:30AM - 9:15AM	POD 9: A Discussion with Michigan's Legislative "Quadrant"
9:15AM - 10:00AM	POD 10: POD 10: The Return of "Ax MI Tax"

WEDNESDAY, APRIL 9 - continued

Subject to change

10:00AM - 10:15AM	Networking Break
10:15AM - 11:00AM	POD 11: Acrisure Sponsored: Trends in County Workforces 
11:00AM	Conference concludes/hotel checkout

HOTEL ACCOMMODATIONS

DoubleTree by Hilton Lansing
111 N. Grand Ave | Lansing, MI
833.904.2206

STANDARD ROOM
(king or two queens)

\$189*
(single or double occupancy)

To register for hotel rooms, please utilize the **ONLINE BOOKING LINK**
or call 833.904.2203 and reference
MICHIGAN COUNTIES LEGISLATIVE CONFERENCE
with code MCG to receive the discounted rate

Reservation deadline is **Friday, March 7, 2025**

Check-in: 4:00pm | Check-out: 12:00pm
*Rate does not include applicable taxes

PARKING: Temporary self-parking is available on a space available, first come, first served basis in the city-owned ramp conveniently connected to the DoubleTree by Hilton Lansing via a climate-controlled pedway. The current parking rate is \$1.50 for each ½ hour, maximum of \$15 per day. Valet parking is \$35 per vehicle per night.

QUESTIONS:
Tammi Connell
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