

Two Events,
One Power-
Packed Day

LOBBY DAY 2019

2019 Legislative Reception



September 10, 2019 • Lansing

About Legislative Day

- Legislative and regulatory issues impact every manufacturer. Participate in MMA's Legislative Day to take part in two great events in one power packed day. Learn how MMA advocates for your industry, how you can better communicate with your elected officials, and put these skills into action during MMA Lobby Day and the Legislative Reception.

MMA Lobby Day

- Understanding and engagement in the political process is a continuum that impacts every business owner. Whether a seasoned lobbyist or someone with a basic understanding of the Legislature, you will gain tangible take-aways at the annual MMA Lobby Day. Learn why and how to invest in advocacy, steps to effectively advocate for your business and share your perspective with power players of the Michigan Legislature and Whitmer Administration.

MMA Legislative Reception

- Many think that lawmakers and state agency leaders are out of reach but MMA members get direct access to the men and women leading the political and regulatory process. Enjoy hors d'oeuvres along with Michigan-made wine and beer while we honor exemplary leaders with the MMA Legislator of the Year Awards. Plan to attend and converse with Michigan's leaders in a casual and friendly environment.

Event Expectations

- This program **stresses the importance of advocacy** with tips and resources.
- Attendees will put your advocacy skills into action.
- Ask your questions of Michigan lawmakers during a moderated Q&A and networking time; **learn directly from policymakers** how they are working to advance Michigan manufacturing.
- Build connections** with legislators, agency leaders and other manufacturing business owners.

MMA Members Say

- "The MMA Lobby Day was an outstanding example of how the MMA works for the manufacturers and all the members. It also showed what can happen when members take action and work in conjunction with the MMA to bring issues to our representatives."
- "The MMA Lobby Day is a real opportunity to learn what goes on behind the scenes at the State Capitol. I was particularly impressed with the depth of the discussions we were able to have with many of the legislators. This event offers an interesting and compelling way to understand a major influence on your business — state government."
- "[2018] was my first MMA Lobby Day. It was very well organized and extremely informative regarding pending legislation that impacts manufacturing in Michigan. I appreciate the respect many state senators and representative have for MMA and manufacturing companies."

Register Today

- MMA Members \$125
Future Members \$225
- Online: mimfg.org
Phone: 517-487-8521

Please note: registration for this event is limited and is open to MMA Industry and Associate members first.

Attendee Takeaways

- 100% rated the Advocacy-in-Action meeting with legislators as EXCELLENT or GOOD**
- The program scored 3.67 out of 4 by past attendees for overall value**
- 99% of attendees were LIKELY to utilize the information they learned** or share it with a coworker within 30 days



mimfg.org

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Sponsorship Opportunities

	Value	Tickets	Speaking Time	Mention	Registration List	Advertisement in Event Program	Logo on Website	Event Signage	Event
Platinum Sponsor*	\$2,750.00	2		Yes	Yes	Full Page	Yes	Yes	Lobby Day & Legislative Reception
Gold Sponsor*	\$1,250.00	1		Yes	Yes	Full Page	Yes	Yes	Lobby Day & Legislative Reception
Event Signage	\$1,000.00	1		Yes	Yes	Full Page	Yes	Yes	Lobby Day & Legislative Reception
Program Sponsor SOLD								
Lunch Sponsor	\$2,000.00	2	Yes	Yes	Yes	Full Page	Yes	Yes	Lobby Day Only
Transportation SOLD								
Legislative Reception Gift Sponsor*	\$625.00	1	No	No	No	No	No	Gift Tag	Legislative Reception Only

*multiple opportunities available

Program Advertising

	Value	Specs
Full Page	\$300	8 1/2" x 11" (add 1/2" bleed)
Half Page	\$200	8" x 5 1/8" (horizontal half) 5 1/8" x 8" (vertical half)
Quarter Page	\$75	5 1/8" x 3 7/8"

Options to Participate

-  Contribute an article
-  Support with sponsorship
-  Promote and share
-  Register to attend

More Information

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