



MARYLAND  
*Association of*  
COUNTIES



# CORPORATE PARTNER PROGRAM

*Connect to Maryland's local  
government decision-makers!*



# THE MACo CORPORATE PARTNER PROGRAM

## Saves You Money



- Free or Discounted Full Conference Registrations
- Complimentary Exhibit Booths
- Reserved High-Visibility Sponsorships Included

## Empowers Your Connections



- Exclusive Networking Events
- Premiere Exhibit Booth Locations

## Shares Your Accomplishments



- Feature Accomplishments on Conduit Street Blog
- Frequent Engagement with Partners on Twitter
- Highlight on County Case Study Series  
(Platinum and Gold Only)

## Notifies You First



- Corporate Partners Offered Sponsorship Opportunities First
- First Access to Exhibit Hall Booths and Solutions Showcase Sessions

# THE MACo CORPORATE PARTNER PROGRAM

## What is MACo?

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 government 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 conferences, the Association's members are provided with opportunities to improve their capacity to serve their residents.



## What is the Corporate Partner Program?

The Corporate Partner Program began in 2009 to provide a forum for companies and organizations to market themselves to county decision-makers. Over the last decade, Maryland Association of Counties (MACo) Corporate Partners have formed lasting partnerships with elected officials and professionals from Maryland's 23 counties and Baltimore City.

The current program includes four levels of partnership: Platinum, Gold, Silver, and Bronze. Organizations have the freedom to choose the level that fits best with their wants and needs, so they can customize their connections and visibility with county decision-makers. *Partners have no input into MACo's legislative activities or agenda. Partnership programs and funds are completely separate from MACo's public policy advocacy efforts.*

**Through this program, MACo provides industry leaders with quality opportunities to connect with Maryland's counties.**



# MACo CORPORATE PARTNERSHIP BENEFITS

Choose the partnership that best fits the needs of your organization!

**Platinum**  
**\$20,000**

**Gold**  
**\$16,000**

## BENEFITS

Corporate Partner Cruise Invitation

Co-Branded Member Learning Opportunities

### Winter Conference

Exhibit Booth (for layout see page 7)

Complimentary Sponsorship (see page 6)

Free Full Conference Registrations

County-Rate Discounted Registrations

Onsite Signage

Welcoming Reception Host

Solutions Showcase Session

### Summer Conference

Exhibit Booth (for layout see page 7)

Complimentary Sponsorship (see page 6)

Free Full Conference Registrations

County-Rate Discounted Registrations

Onsite Signage

Complimentary Golf Tee Times

Complimentary Hole Sponsor

Corporate Partner Dinner

Solutions Showcase Session

### Year-Round Benefits

Check-ins with Outreach Coordinator

Logo Posted on MACo Website

MACo Logo for Posting on CP's Website

Ability to Submit Items for MACo's Blog

3 Representatives

✓

Free Premium Foyer

Platinum Options

5

Unlimited

✓

✓

Prime Times

3 Representatives

-

Free Feature Foyer

Gold Options

4

Unlimited

✓

✓

Free, if available

Free Premium

Platinum Options

5

Unlimited

✓

4

✓

4 Representatives

Prime Times

Free Feature

Gold Options

4

Unlimited

✓

3

✓

4 Representatives

Free, if available

In Person

✓

✓

✓

✓

✓

✓

✓

LEVEL PRICE:

\$20,000

\$16,000

\$44,760

\$33,610

**INCREDIBLE VALUE  
AT A LOW PRICE!**

# MACo CORPORATE PARTNERSHIP BENEFITS

Choose the partnership that best fits the needs of your organization!

**Silver**  
**\$12,000**

**Bronze**  
**\$8,000**

## BENEFITS

Corporate Partner Cruise Invitation

2 Representatives

2 Representatives

Co-branded Member Learning Opportunities

-

-

## Winter Conference

Exhibit Booth (for layout see page 7)

Free Highlight

Free VIP Choptank

Complimentary Sponsorship (see page 6)

Silver Options

Bronze Options

Free Full Conference Registrations

2

1

County-Rate Discounted Registrations

Unlimited

Unlimited

Onsite Signage

✓

✓

Welcoming Reception Host

✓

✓

Solutions Showcase Session

Free (if available)

-

## Summer Conference

Exhibit Booth (for layout see page 7)

Free Highlight

Free Commercial

Complimentary Sponsorship (see page 6)

Silver Options

Bronze Options

Free Full Conference Registrations

2

1

County-Rate Discounted Registrations

Unlimited

Unlimited

Onsite Signage

✓

✓

Complimentary Golf Tee Times

2

1

Complimentary Hole Sponsor

-

-

Corporate Partner Dinner

3 Representatives

3 Representatives

Solutions Showcase Session

Free (if available)

Free (if available)

## Year-Round Benefits

Check-ins with Outreach Coordinator

✓

✓

Logo Posted on MACo Website

✓

✓

MACo Logo for Posting on CP's Website

✓

✓

Ability to Submit Items for MACo's Blog

✓

✓

**\$12,000**

**\$8,000**

**\$23,480**

**\$19,650**

# SPONSORSHIP OPTIONS

MACo's partnership program offers you a CHOICE in your sponsorship, to be sure you meet your needs and goals. Partners can choose one Winter and one Summer Conference sponsorship from their partnership level, or they may choose any combination of sponsorships in lower categories that fit within their level's sponsorship allotment. Partners may also swap their booth to secure more sponsorship options. The total value of booths are listed on the next page.

**Values are included for reference—booths and sponsorships are complimentary with your partnership!**

## Platinum Options

**\$9,000 Total**

*Exclusive Sponsorships—Only One Sponsor Per Opportunity*

### Winter Sponsorships

Mobile App Lead (\$4,000)  
General Assembly Forecast (\$4,000)  
Audio/Visual Equipment (\$4,000)  
Custom Sponsorship (\$4,000)

### Summer Sponsorships

Audio/Visual Equipment (\$5,000)  
Attendee Lounge (\$5,000)  
Tote Bags (\$5,000)  
Taste of MD Reception Host (\$5,000)  
Neckwallets (\$5,000)  
Keynote Speaker (\$5,000)  
Custom Sponsorship (\$5,000)

## Gold Options

**\$7,000 Total**

*Co-sponsors Accepted—Corporate Partners Only*

### Winter Sponsorships

Inaugural Banquet (\$3,000)  
Centerpieces at Inaugural Banquet (\$3,000)  
Buffet Lunch (\$3,000)  
Continental Breakfast (\$3,000)  
Custom Sponsorship (\$3,000)

### Summer Sponsorships

Crab Feast (\$4,000)  
Buffet Lunch (\$4,000)  
General Session (\$4,000)  
Golf Tournament Lead (\$4,000)  
Mobile App Lead (\$4,000)  
Custom Sponsorship (\$4,000)

## Silver Options

**\$5,000 Total**

*Co-sponsors Accepted*

### Winter Sponsorships

President's Reception (\$2,000)  
Beverage Stations (\$2,000)  
Wi-Fi (\$2,000)  
Custom Sponsorship (\$2,000)

### Summer Sponsorships

Governor's Cabinet Reception (\$3,000)  
Crab Feast Band (\$3,000)  
Welcoming Session (\$3,000)  
Ice Cream Break (\$3,000)  
Wi-Fi (\$3,000)  
Custom Sponsorship (\$3,000)

## Bronze Options

**\$3,000 Total**

*Co-sponsors Accepted*

### Winter Sponsorships

Inaugural Banquet Reception (\$1,000)  
Awards Banquet Reception (\$1,000)  
Wine Service (\$1,000)  
Custom Sponsorship (\$1,000)

### Summer Sponsorships

Beverage Stations (\$2,000)  
Crab Feast Lemonade and Water Stand (\$2,000)  
Mobile App (\$2,000)  
Custom Sponsorship (\$2,000)

# EXHIBIT BOOTH OPTIONS

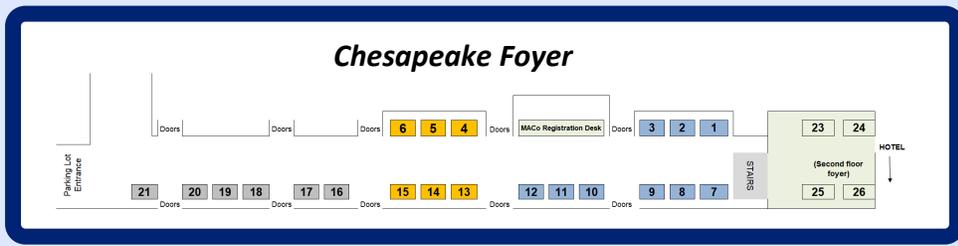
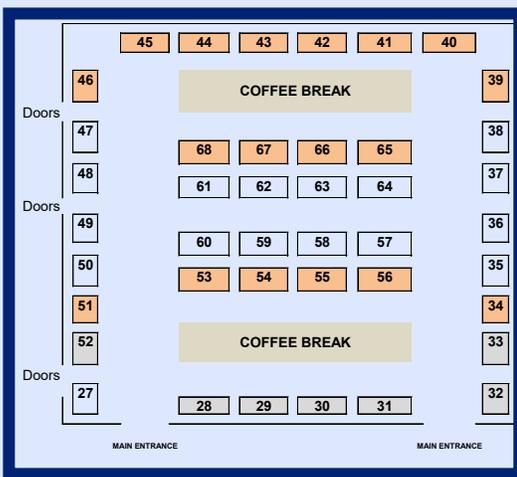
MACo's Winter and Summer Conferences attract decision-makers, influencers, and stakeholders from all levels of the public and private sectors. Having the flexibility to choose your exhibit and sponsorship presence at these events empowers you to leverage your benefits to meet your goals!

The exhibitor and sponsorship allotments shown below are interchangeable. For example, if you don't want to exhibit at Winter Conference, you can add that booth amount to your Winter or Summer sponsorship allotment and increase your visibility that way!

| Allotments |             | Platinum           | Gold               | Silver               | Bronze                |
|------------|-------------|--------------------|--------------------|----------------------|-----------------------|
| WINTER     | Sponsorship | \$4,000            | \$3,000            | \$2,000              | \$1,000               |
|            | Booth       | \$1,700<br>Premium | \$1,500<br>Feature | \$1,300<br>Highlight | \$1,050<br>VIP        |
| SUMMER     | Sponsorship | \$5,000            | \$4,000            | \$3,000              | \$2,000               |
|            | Booth       | \$3,000<br>Premium | \$2,500<br>Feature | \$2,000<br>Highlight | \$1,500<br>Commercial |
| Total      |             | \$13,700           | \$11,000           | \$8,300              | \$5,550               |

## WINTER CONFERENCE

MACo's Winter Conference is held in December, except during an election year, when it is held the following January (to allow newly elected officials time to be sworn in and plan to attend). Approximately 1000 individuals participate in this 3-day event, which features a 60-booth exhibit show and numerous educational sessions, briefings, and meetings. This event leads into Maryland's 90-day legislative session, so it serves as an opportunity for strategic planning and discussion around the county government policy priorities and overall legislative agenda.



**KEY**

|                    |                |                    |              |          |
|--------------------|----------------|--------------------|--------------|----------|
| Premium (Platinum) | Feature (Gold) | Highlight (Silver) | VIP (Bronze) | Standard |
|--------------------|----------------|--------------------|--------------|----------|

See Summer Conference details on the next page...

# EXHIBIT BOOTH OPTIONS

## SUMMER CONFERENCE

MACo's Summer Conference is held in August. It is a 4-day event encompassing a 60-booth Tech Expo, 300-booth tradeshow, dozens of educational sessions and briefings, numerous meetings, and several high-profile networking opportunities. Approximately 3,000 participants convene in Ocean City, MD, to take part in this event, which is the largest and most influential gathering of Maryland government officials in the state.

The exhibit tradeshow is split into two halls—one to host Maryland's county booths and the much-anticipated Taste of Maryland Reception; the other for the hundreds of state, congressional, nonprofit, and commercial booths looking to partner with Maryland's county governments.



# MACo EXHIBIT HALLS



Check out  
#MACoCon on Twitter  
for more pictures and  
conference recaps!

## CIGNA

Cigna has enjoyed working with the MACo team and counts their conferences as key opportunities to meet and connect with county officials and staff.

*Partner Since 2010*



## WGL Energy

WGL Energy Services views participation with MACo as the logical way to gain exposure to many state and local government customers.

*Partner Since 2010*

# TESTIMONIALS



## Nationwide Retirement Solutions

Nationwide is able to attend various MACo conferences and meetings held throughout the year, which raises our visibility as a service provider in the state.

*Partner Since 2010*



## LGIT

MACo provides a tremendous service to Maryland's local governments. The CP Program allows MACo to provide even more quality and affordable services to members.

*Partner Since 2010*

## Comcast

The Corporate Partner Program has proven to be one of the most efficient and cost-effective ways to showcase advanced products and services.

*Partner Since 2010*





Partner Information

Organization Name: Address: City: State: Zip: Website: Twitter Handle: Contact Name: Title: Email: Phone:

\*Please email a short description of the organization and its services (100 word limit) along with a 300 dpi logo to reginabz@mdcounties.org

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 to become a MACo Corporate Partner at the following level:

- Platinum \$20,000 Gold \$16,000 Silver \$12,000 Bronze \$8,000

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)

Credit Card Number: Expiration Date: Billing Address: Security Code: Name on Card (please print): Signature:

MAIL, FAX, or EMAIL completed registration form with payment to:

MACo, 169 Conduit Street, Annapolis, MD 21401 | Fax: 410.268.1775 | Email: reginabz@mdcounties.org Questions: Contact Regina Brzozowsky, Phone: 410.269.0043 To learn more about MACo, visit 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 keeping with its mission and goals. Sponsorships and advertisements from partisan and political groups and individuals are specifically prohibited. Corporate Partner benefits are solely for the use of employees of the Partner. Benefits are not transferable to clients and/or outside company representatives. MACo reserves the right to substitute comparable benefits if necessary and at its sole discretion if listed benefits are unavailable due to changes in event structure or circumstances outside of MACo's control. Partner signature above confirms the terms of this agreement and acknowledges the following: 1. This partnership agreement will automatically renew for the next partnership term at the partnership rate selected above with full benefits and commitments as listed in that term's Corporate Partner Program brochure. To terminate the auto-renewal contract, written notice must be received by MACo at least 30 days prior to the renewal date. 2. By signing above, the Corporate Partner agrees that MACo may charge the credit card listed above to pay for the current partnership and subsequent auto-renewal partnerships. This permission is revoked if MACo receives written notice of partnership termination at least 30 days prior to the renewal date. 3. Corporate Partners are subject to the deadlines for event sponsorships and advertisements given to them by MACo—failure to meet these deadlines constitutes forfeiture of the partnership benefit. 4. Refunds or substituted benefits will not be given for forfeited or unused benefits. Substituted benefits may be arranged prior to benefit deadlines. 5. Choices for conference benefits, such as exhibit booth location, are granted on a first-come, first-served basis. Corporate Partners are guaranteed a booth space for Summer Conference if signed up prior to May 1 and Winter Conference if signed up prior to October 1.

MACo USE ONLY:

Date Received: Check #: Amount Paid:

*Maryland Association of Counties*  
**Corporate Partner  
Program Information**



**Need More Info?**

**410.269.0043**

**Corporate Partner Program & Sponsorships:**  
Corporate Relations Manager, Regina Brzozowsky  
[reginabz@mdcounties.org](mailto:reginabz@mdcounties.org)



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**[www.mdcounties.org](http://www.mdcounties.org)**