



# Firm Sponsorship Opportunities 2020-21

We offer many packages to fit your needs.

## Who We Are.

MDTC is an association of the leading lawyers in the State of Michigan dedicated to representing individuals and corporations in civil litigation. As the State's premier organization of civil litigators, the impact of MDTC Members is felt through its Amicus Briefs, often filed by express invitation of the Supreme Court, through its far reaching and well respected Quarterly publication and through its timely and well received seminars. Membership in MDTC also provides exceptional opportunities for networking with fellow lawyers, but also with potential clients and members of the judiciary.

## Why Partner with the MDTC?

In today's fast paced and busy work environments, making personal connections with potential clients is hard. Partnering with the MDTC provides your company access and valuable networking with top litigators from across Michigan in a less formal yet professional environment.

# Firm Sponsorship 2020-21

Select a plan from the options below

**Fiscal Year (July 1, 2020 - June 30, 2021)**

	Platinum \$6,290	Gold \$3,500	Silver \$2,500	Bronze \$1,500	Build Your Own Check and add total	
Social Media Exposure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$350
Annual Meeting & Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$350
Winter Meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$350
Past Presidents Dinner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$200
Biennial Meet the Judges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$350
The Defense Network (regional meetings)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$350
Section Teleconference/Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$350
Website listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$350
Legal Excellence Awards - Event Sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$300
Amicus Brief Updates	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$200
<b>Social Media Shout Out - NEW</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$200
<b>60 Second Ad - Board Meeting - NEW</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$300
<b>Educational Tip - Board Meeting - NEW</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$250
<b>Email Event Promotion - Constant Contact - NEW</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$250
<b>Email Event Promotion - List-serve - NEW</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$200
<b>Event Promotion - Facebook - NEW</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$150
Quarterly Firm Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$400
1 Individual Registration to MDTC Annual Meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$295
1 Individual Registration to MDTC Winter Meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$235
Platinum Sponsor 4 individual MDTC memberships	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$860
Gold Sponsorship 3 individual MDTC memberships	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$645
Silver Sponsorship 2 individual MDTC memberships	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$430
Bronze Sponsorship 1 individual MDTC membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$215
<b>CHOOSE PLAN</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>TOTAL:</b> _____	

Name of Contracting Representative		Who is Attending (name(s) that plan to attend)
Company Name (please print exactly how you want your company name to appear)		
Address		
City	State	Zip
Phone	Fax	
Email Address		

Check enclosed, payable to MDTC

**TOTAL CHARGE: \$** \_\_\_\_\_

On occasion, MDTC will add events/activities to their calendar.  
 Please be advised that no copyrighted music can be played at MDTC events. If music is played, sponsors will be subject to penalties.  
 Please complete this form and return to: MDTC, PO Box 66, Grand Ledge, MI 48837  
 Phone: (517) 627-3745 Fax: (517) 627-3950 Email: info@mdtc.org www.mdtc.org  
 \*includes sponsorship of all additional special events planned in addition to the annual calendar events  
 We give MDTC permission to use our firm/company logo when thanking us publicly for sponsoring events.

### Website listing

The MDTC website is a great resource to get information, history, and helpful documents. Have your firm logo placed on the website.

### Logo Inclusion on all Annual & Winter Meeting Promotions

Your firm logo will be included in email marketing, the online registration form, the on-site handout and all other promotional pieces that arise.

### Annual Meeting & Conference

**June 17 & 18, 2021**, Hotel Indigo, Traverse City, MI  
 A multiple day event at Hotel Indigo. The weekend will be packed with education sessions, fun activities, and great networking opportunities. Sponsors will have special signage on each table and a larger sign at the Winter Meeting entrance to the lunch room.

### Winter Meeting

**November 6, 2020**, Sheraton Detroit Novi, Novi, MI  
 A full day event in the lively city of Detroit, MI where education sessions, networking, and activities will take place at the Detroit Golf Club. Sponsors will have special signage on each table and a larger sign at the entrance to the lunch room.

### Past Presidents' Dinner

**September 24, 2020**, Detroit Golf Club, Novi, MI  
 Names of sponsors displayed on signage boards at dinner, in the program, and printed in the Quarterly. Exclusive dinner for all Past Presidents and current leadership.

### Biennial Meet the Judges

**October 8, 2020**, Detroit Golf Club, Detroit, MI  
 Sponsorship includes admission for one to act as a Judicial Ambassador and company name in marketing.

### "The Defense Network"

"The Defense Network's" regional meetings are created to provide interaction between lawyers locally. Event arrangements are being developed throughout the state. If fully implemented, most defense lawyers throughout Michigan will have a local event right down the road from home. Platinum and silver sponsors will receive recognition at these events for their sponsorship.

### Section Teleconference/ Webinars

Several MDTC sections host a teleconference or webinar during the fiscal year. Be recognized for sponsoring education at each of these programs.

## Legal Excellence Awards

**Tentative: March 18, 2021**, Gem Theatre, Detroit MI

An award ceremony recognizing many people and aspects of the law. All sponsorship levels will get recognition as sponsors at the event.

## Amicus Brief Updates

Firm name will be attached to amicus brief press releases that are sent out to the legal community throughout the year when a brief is filed or an opinion is received. Available with Platinum sponsorships.

## Social Media Shout Out - NEW

MDTC will make a post to all of its platforms (Facebook, Instagram, Twitter, and LinkedIn) shouting out the sponsor with their logo and tagging all social media the sponsor has. Post will also include a live link to the sponsor's website. **Can purchase more than one.**

## 60 Second Ads - Board Meeting - NEW

MDTC will play a short 60 second ad halfway through the monthly board meeting, where all board members will see it. **Can purchase more than one.**

## Educational Tip - Board Meeting - NEW

A firm representative can enter the meeting before it starts and give a short tip (preferably in relation to COVID-19) and then leave the meeting. **Can purchase more than one.**

## Email Event Promotion - Constant Contact - NEW

MDTC will create a detailed email with all of the event information, including speakers and how to register, and send it to all of its members several times before the event to encourage attendance. **The sponsor must send a list of attendees, if possible, to MDTC after the event.**

## List-serve Email Marketing - NEW

MDTC will create a simple email with the event details, including how to register, and send it once to all members who are in its list serve. **Can purchase more than one.**

## Event Promotion - Facebook - NEW

MDTC will set up an event on Facebook, including how to register, and promote it to its social media following until the event is over. **Can purchase more than one.**

## Social Media Exposure

A Firm's social media presence can be a powerful tool if used to its full potential. This sponsorship opportunity will allow your firm's social media posts to be shared and posted to MDTC's social media pages (Facebook, Instagram, Twitter, LinkedIn) throughout the year. This will increase the presence of your firm through the legal community.

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