



Pennsylvania Municipal
League

Invest Today In The League & Connect With PA Communities

2022

Business Leaders Network • Associate Membership
Sponsorship • Exclusive Exhibiting • Advertising

PML.org





Align With The League

The Pennsylvania Municipal League (The League) is a nonprofit, nonpartisan association. Established in 1900, the mission of The League is to strengthen, empower and advocate for effective local government. Membership in The League is available to any local government interested in focusing on issues, challenges, ideas, and solutions rather than municipal classification. The League membership consists of cities, boroughs, townships, home-rule communities and towns. The League Board of Directors oversees the administration of a wide array of municipal services including legislative advocacy, research and inquiry, publications and group insurance trusts. Services also include programs such as the premier Public Employer Labor Relations Advisory Service (PELRAS) and the only Pennsylvania municipal electric procurement

program – the Municipal Utility Alliance (MUA), as well as training certification programs and numerous educational and technical assistance opportunities including training through state awarded contracts such as the PA Construction Codes Academy (PCCA) and the PA Training Hub for Municipal Learning (PATH).

The League serves 119 direct members who represent nearly 4 million citizens of Pennsylvania. Through member services and programs as well as secretariat services for the Pennsylvania State Association of Township Commissioners (PSATC) and the Association for Pennsylvania Municipal Management (APMM), The League touches more than 1,100 local governments.

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The Many Benefits for Municipal Members:

- **Advocating for core communities** across the Commonwealth through full-time government relations and grassroots efforts.
- **Promoting core communities** through a comprehensive media and communications program that focuses on municipal issues and enhances the work of local leaders.
- **Providing programs and services** that help local officials better serve their communities.
- **Keeping leaders informed** of critical issues that affect municipalities and warrant action by local officials.
- **Strengthening leadership and specialized skills** by offering numerous professional and educational opportunities as well as administering various state training and certification programs, now reaching an even broader audience.
- **Recognizing municipal achievements** by gathering and promoting examples of best practices and honoring municipalities for model programs and initiatives.
- **Partnering with the National League of Cities (NLC)** to supplement resources and strengthen the voice of local government in the nation's capital.
- **Providing opportunities for involvement and networking** to help municipal officials seek ideas, share solutions and find common ground.

You can learn more about The League by visiting our website at [PML.org](https://www.pml.org).



Members by Population

500,001+	1
200,001-500,000	1
100,001-200,000	2
50,001-100,000	6
25,001-50,000	18
10,001-25,000	33
1-10,000	58

121 Direct League Members Representing Nearly 4 Million Citizens

1st Class City	1
2nd Class City	1
2nd Class A City	1
3rd Class Cities	45
Towns	1
Boroughs	42
1st Class Townships	8
2nd Class Townships	18
Municipalities	4

Connect with Communities Across the Commonwealth

How can your organization reach Pennsylvania Municipal Leaders?

The League offers a wide range of opportunities for your business or association to connect with core communities across the Commonwealth. As a Business Leaders Network Member or an Associate Member, you will keep your organization connected with the issues that are important to municipalities and to you. Sponsorship, making a pledge to The Schuettler Center, exhibiting, and advertising put you at the forefront in the minds of League members. A combination of these opportunities ensures you the visibility, access, and awareness that will help move your organization forward.

Reach these Top Decision Makers

- Mayors
- Councilmembers
- Commissioners
- Supervisors
- Managers
- Business Administrators
- City Clerks
- Finance Directors
- Police Chiefs
- Fire Chiefs
- Purchasing Officers
- Controllers
- Treasurers
- Solicitors
- Other Key Municipal
Department Heads

Strength Through Engagement; The League is Your Marketing Strategy Key.

Questions?

Call The League office at 717-236-9469 or visit our website at PML.org to reach the appropriate League staff.





**Join the Business
Leaders Network
& Maximize Your
Exposure**



Business Leaders Network

The Pennsylvania Municipal League's Business Leaders Network was established to promote the exchange of ideas between corporate leaders and the leaders of the Commonwealth's communities in order to strengthen local government, encourage economic competitiveness and promote corporate civic engagement. It is open to any business entity interested in preserving and reinvesting in the Commonwealth's core communities.

Set your company or organization apart as a League Business Leaders Network member. Beyond traditional sponsorship, the Business Leaders Network program provides a unique venue for strengthening your understanding of the issues and trends facing our Commonwealth's communities, engaging in issues that are important to your organization, and building lasting relationships with elected and career officials, as well as with like-minded leaders in the business community and League staff.



Business Leaders Network

Your investment of \$10,000 includes the following benefits:

Board & Member Access

- Direct conduit to The League Board of Directors via the Business Leaders Network Liaison
- One network member, selected by The League President and Executive Director, to serve on the Legislative Committee as a non-voting member
- One network member, selected by The League President and Executive Director, to serve on the University-Community Network as a non-voting member
- One network member, selected by The League President and Executive Director, to serve on the Municipal Leadership Summit Program Committee
- Attend one selected League Board of Directors meeting/event annually
- Receive two complimentary Municipal Leadership Summit registrations
- Attend The League's District Meeting
- Attend Envision 2032 Regional Forums
- Attend Annual Meeting of Business Leaders Network
- May submit policy resolutions to The League Board of Directors for review and possible referral to the Resolutions Committee
- First option to conduct training events or publish articles in the *Municipal Reporter*, The League's premier digital magazine
- First option to sponsor The League Board of Directors meeting functions or those scheduled at National League of Cities events
- Receive *Municipal Reporter* magazine, as well as League Link, Legislative Locator and Business Leaders Network e-update newsletters
- Share and access League policy and research
- Informational seminar opportunities during Municipal Leadership Summit
- One complimentary webinar presentation opportunity annually
- One complimentary Business Leaders Network video opportunity
- Access to The League member contact information via the membership directory

Visibility

- Prominent placement of company logo and link to company website on The League's website – PML.org
- Provision of a Network Listing, business card placement and 20% discount on advertising in the *Municipal Reporter* magazine
- Periodic publication of company profile in the *Municipal Reporter* magazine
- Exclusive exhibit space during the Municipal Leadership Summit, which includes two registrations
- Complimentary full-page ad placed in Municipal Leadership Summit program book
- Opportunity to provide a marketing item for Summit delegate registration totes
- Prominent display of company logo/name during the Municipal Leadership Summit and training events

Recognition

- Compete for The League's Annual Community Partnership Award
- Business Leaders recognition during the Municipal Leadership Summit
- League letter of introduction to all League members

Act Now to Become a Business Leaders Network member

Contact John Brenner, Executive Director, at 717-236-9469, ext. *230, 800-922-8063, or via email at jbrenner@pml.org.



**Strength Through
Engagement.
Invest Now.**



Join as a League Associate Member

Find that connection with the Commonwealth’s core communities by becoming an Associate Member of The League. Associate Membership can provide the edge your organization needs in the competitive local government marketplace of products and services.

Providing those products and services to local governments is an important business in Pennsylvania. As a League Associate Member, you will have access to elected and appointed officials from core communities throughout the Commonwealth, and they will become familiar with your business.

League Associate Member Annual Dues

Associate Membership \$600

Cooperating Membership* \$150

(*additional representatives of an Associate Member)

PSATC Associate Membership Add On* \$100

(*must join as a League Associate Member at the same time)

Benefits of League Associate Membership

Visibility to Your Targeted Audience – Pennsylvania Elected and Appointed Local Government Officials

- A listing with a link to your company on our website

Valuable Publications to Keep You Informed

- Subscription to The League's *Municipal Reporter* digital magazine
- Subscription to The League's Legislative Locator e-newsletter

Discounts

- A 20% discount on advertising in the *Municipal Reporter* magazine and the Municipal Leadership Summit program book

- A 10% discount on walk-around vendor option during the Municipal Leadership Summit

Access to the Municipal Marketplace

- Access to The League's member contact information via the membership directory

Answers to your Municipal Related Questions

- Limited access to The League's research and inquiry service

The League's Associate Membership is open to:

- **Regional and national companies** seeking to understand the municipal market and access valuable League discounts
- **Non-profit organizations** seeking to align with The League
- **Universities and Libraries** collecting the most up-to-date information on the Commonwealth's core communities
- **Regional councils and non-municipal government entities** needing up-to-date information and best practices
- **Other businesses** looking for a connection to the mission of The League

Act Now to Become an Associate Member

Contact Debbie Bitting, Director of Communications, at 717-236-9469, ext. *223 or via email at dbitting@pml.org.

Sponsor During the Municipal Leadership Summit

You are invited to become an important part of our Municipal Leadership Summit by participating as a sponsor.



What is the Municipal Leadership Summit?

The League presents a forum for municipal officials to meet and discuss issues, share ideas, and solve problems.

The Summit is where Pennsylvania local government officials – representing the Commonwealth’s core communities – shop for the latest equipment, technologies, and services for their municipalities.

The event features a full schedule of sessions that are designed to be insightful, informative, and enjoyable for all participants.

The Municipal Leadership Summit is a conference of The League, the Pennsylvania State Association of Township Commissioners (PSATC) and the Pennsylvania Career Fire Chiefs Association, a meeting bringing together elected and appointed municipal officials from across the Commonwealth.

Municipal Leadership Summit October 6-8, 2022

Omni William Penn Hotel / Pittsburgh, PA

Act Now

To become a sponsor or walk-around vendor, contact Mary Costik, CMP, Meeting Manager, at 717-236-9469, ext. *232 or via email at mcostik@pml.org.

To sponsor the Playground Build or NLC events, contact John Brenner, Executive Director, at 717-236-9469, ext. *230 or via email at jbrenner@pml.org.

Sponsorship Opportunities and Benefits

Gold Sponsor – \$5,000

- Exclusive exhibit space, which includes two exhibitor registrations
- One complimentary registration
- Recognition by signage
- Opportunity to interact with all elected and appointed officials
- Pre-Summit attendee list with contact information
- Complimentary ad in program book
- Listing in program book
- Company listing and link on The League's website
- Professional Directory listing in a post-Summit issue of the *Municipal Reporter* magazine

Silver Sponsor – \$2,500

- Exclusive exhibit space, which includes one exhibitor registration
- Recognition by signage
- Opportunity to interact with all elected and appointed officials
- One complimentary registration
- 50% discount on ad in program book
- Listing in program book
- Company listing and link on League website

Bronze Sponsor – \$1,500

- Recognition by signage
- One complimentary registration
- 25% discount on ad in program book
- Listing in program book
- Company listing and link on League website

Patron Sponsor – \$500

- Recognition by signage
- One complimentary registration
- Listing in program book
- Company listing and link on League website

Walk-Around Vendor – \$1,000

- Two complimentary registrations
- Listing in program book
- Company listing and link on League website



Playground Build Sponsorship Opportunities

West Penn Park Playground | October 5, 2022

470 30th Street, Pittsburgh, PA 15219

Polish Hill Neighborhood

Once again, the Pennsylvania Municipal League has teamed up with the national non-profit group, KaBOOM!, to coordinate volunteers, design, and build a new playground in one day during our Municipal Leadership Summit. League staff and members, DCNR, and the City of Pittsburgh will build the new playground, designed with the help of neighborhood children.

Playground Builder – \$20,000

- Name on permanent sign in park
- Year-round benefits as a League Business Leaders Network member (highlights include: direct access to the League Board of Directors, League policy and research, and the League membership directory, as well as myriad advertising opportunities)
- Link on League website
- Logo on Build Day T-shirts
- Event coverage in statewide magazine, the *Municipal Reporter*
- Exclusive exhibit space (in-person or virtual) and advertisement in program book at our Municipal Leadership Summit
- Logo/link on all event news releases
- Opportunity for recognition and remarks at Design Day and Build Day events
- Social Media coverage before and during the event
- Video commercial advertising partnership with The League and the City of Pittsburgh

Playground Partner – \$10,000

- Link on League website
- Logo on Build Day T-shirts
- Event coverage in statewide magazine, the *Municipal Reporter*
- Advertisement in program book
- Logo/link on all event news releases
- Opportunity for recognition at Build Day events
- Social Media coverage before and during the event
- Video commercial advertising partnership with The League and the City of Pittsburgh

Playground Promoter – \$5,000

- Link on League website
- Logo on Build Day T-shirts
- Event coverage in statewide magazine, the *Municipal Reporter*
- Advertisement in program book
- Logo/link on all event news releases
- Opportunity for recognition at Build Day events
- Social Media coverage before and during the event

PA State Association of Township Commissioners Summit Banquet Benefactor Opportunities



Banquet – Friday, October 7, 2022

Community Partner – \$5,000

- Four attendee tickets to banquet
- Corporate recognition posted at event
- Company logo and link on PSATC webpage
- Recognition in program book
- Promotional material table at banquet

Donor – \$2,500

- Two attendee tickets to banquet
- Corporate recognition posted at event
- Company logo and link on PSATC webpage
- Recognition in program book

Friend – \$1,000

- One attendee ticket to banquet
- Corporate recognition posted at event
- Company logo and link on PSATC webpage
- Recognition in program book

Act Now

If you are interested in becoming a PSATC banquet benefactor, contact Sam Valenza at (215) 659-8865 or by email via svalenza@uppermoreland.org

Advertise in The League's Publications

Let us help you reach your advertising goals

The League offers advertising opportunities for your organization to reach key decision makers and reinforce your products or services with elected officials and municipal department leaders in Pennsylvania's core communities.

We provide two venues for prime advertising – The League's *Municipal Reporter* magazine, published as a digital, interactive PDF and flipbook three times per year, and the Municipal Leadership Summit program book.

Advertising is the key to your company's success in any economy.

- Your company will stand out; you will be heard more loudly and clearly.
- You will be perceived as more successful and reliable than your competitors whose ads have disappeared.
- Your target audience will have more confidence in your business, as they will readily recognize your name or brand.

Act Now to Advertise

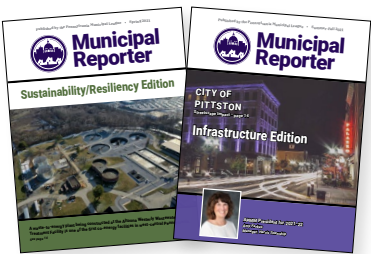
Contact Debbie Bitting, Director of Communications, at 717-236-9469, ext. *223 or email dbitting@pml.org.

Municipal Reporter

The *Municipal Reporter* magazine – a digital publication of The League, the Pennsylvania State Association of Township Commissioners (PSATC), and the Association for Pennsylvania Municipal Management (APMM) – is your personal, direct line to your target audience. By advertising in the *Municipal Reporter*, you are reaching the officials who are actually searching for products and services like yours. Best of all, these are the officials who have the authority to make decisions and purchases.

With a circulation of nearly 2,500, the *Municipal Reporter* is read by Pennsylvania municipal officials

including: mayors, councilmembers, commissioners, supervisors, managers, directors of finance and administration, and personnel directors – as well as members of the State General Assembly, the Pennsylvania Congressional Delegation, and directors of the National League of Cities and the state municipal leagues.



Ad Rates (full color, per insertion) for *Municipal Reporter*:

Full page	\$820
2/3 page	\$635
1/2 page.....	\$515
1/3 page.....	\$420
1/4 page.....	\$370
Preferred Position (full page only)*	\$895
Professional Directory (annually).....	\$440

(*inquire regarding availability)

Membership and multiple-placement discounts available!

Ad Copy Deadlines/ Projected Mailings

Spring – March 1 / Early April

Summer/Fall – July 1 / Early August

Winter – November 1 / Early December

Want to subscribe to the *Municipal Reporter*? We offer an annual subscription for \$45.

The Municipal Leadership Summit Program Book

gives your business the opportunity to reach municipal officials every day of our October Summit by placing an advertisement. The program book serves as a vital directory for delegates.

Ad Rates for Municipal Leadership Summit Program Book

Full page*	\$500
Half page.....	\$300
Preferred Position (full page only)*	\$600

(*inquire regarding availability)

Support The Schuettler Center for Municipal Development



THE SCHUETTLER CENTER

Engage ▼ Illuminate ▼ Inspire



Help Provide Municipal Official Leadership Development Opportunities Through Your Pledge to Support The Schuettler Center

During the 122nd annual Municipal Leadership Summit in Lancaster, The League Board of Directors approved renaming The League's non-profit entity, the Richard J. Schuettler Center for Municipal Development. The purpose of the Center is to assist local elected and appointed officials in obtaining the knowledge and leadership skills necessary to meet the challenges of their office and provide a forum from which municipal policy issues can be debated, formulated and communicated through such means as training, research papers and educational publications.

In recognition and honor of retiring Executive Director Rick Schuettler's service, numerous organizations and individuals have pledged to support The Schuettler Center. Over \$60,000 has been pledged thus far. Contributions will be utilized to create an endowment fund to support the work of the Center going forward. The League hopes to reach a goal of \$250,000 by October 2022.



Act Now to Make Your Pledge

online form and downloadable PDF are available on our website at: [PML.org](https://www.pml.org)



414 North Second Street
Harrisburg, PA 17101
717-236-9469 · PML.org



**Interested in connecting with The League and the
Commonwealth's full-service communities?
Contracts will be available for the following:**

- **League Business Leaders Network**
- **League Associate Membership**
- **Municipal Leadership Summit Sponsorship Opportunities, Walk-Around Vendor Option and Program Book Advertising**
- **West Penn Playground Sponsorship Opportunities**
- ***Municipal Reporter* Advertising**
- **NLC Function Sponsorship Opportunities**

To request a contract or for more information, email the appropriate staff member.