

# Invest Today In The League & Connect With PA Communities

2024



Pennsylvania Municipal  
**League**

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 and home-rule communities. 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), GrantFinder, L3P, 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 144 direct members who represent nearly 4.5 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 reaches more than 1,100 Pennsylvania 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).**







## 144 Direct League Members Representing Nearly 4.5 Million Citizens

1st Class City .....	1
2nd Class City.....	1
2nd Class A City .....	1
3rd Class Cities .....	46
Boroughs.....	52
1st Class Townships .....	14
2nd Class Townships .....	26
Municipalities.....	3

## Members by Population

500,001+ .....	1
200,001-500,000.....	1
100,001-200,000.....	1
50,001-100,000 .....	9
25,001-50,000 .....	20
10,001-25,000 .....	42
1-10,000 .....	70

# 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](http://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**

- Exclusive League Board access via the Business Leaders Network Liaison
- Attend October League Board of Directors meeting
- Invitations to The League's six District Meetings
- Invitation to the Business Leaders Network Annual Meeting
- Exclusive sponsorship opportunities for District Meetings, NLC Event Dinners and Board of Directors Receptions/Dinners
- May submit policy resolutions to The League Board of Directors for review and possible referral to the Resolutions Committee
- Opportunity to publish articles in the *Municipal Reporter* magazine
- Subscriptions to *Municipal Reporter* magazine, as well as League Link, Legislative Locator and Business Leaders Network newsletters
- Share and access League policy and research
- Exclusive opportunity to conduct a webinar
- Exclusive opportunity to share company video
- Access to The League membership directory
- Committee Engagement — Legislative (non-voting), Municipal Leadership Summit Program, Membership, as well as Legislative Sub-committees — Public Safety, Municipal-Finance, Community Development and Infrastructure
- Network Engagement — University-Community Network (non-voting)
- Two complimentary Municipal Leadership Summit registrations
- Exclusive opportunity to conduct a presentation



## Visibility

- Prominent placement of company logo and link to company website on The League's website – [PML.org](http://PML.org)
- Provision of a Network Listing with live website links and 20% discount on advertising in the *Municipal Reporter* magazine
- Periodic publication of company profile in the *Municipal Reporter* magazine
- Designated League Liaison and Annual Partnership Review to discuss partnership goals and engagement with League municipal members
- Inclusion in League Product and Services Guide
- Exclusive exhibit space during the Municipal Leadership Summit, which includes two registrations
- Opportunity to provide a marketing item for Summit delegate registration
- Prominent display of company logo/name during the Municipal Leadership Summit and training events
- Posting/sharing of company information via The League's social media platforms

## Recognition

- Opportunity to be chosen for The League's Annual Community Partnership Award
- Business Leaders recognition during the Municipal Leadership Summit as well as various League events
- Upon initial sign up, League letter of introduction to all League members

### Act Now to Become a Business Leaders Network member

**Contact** Amanda Lane, Deputy Executive Director - Membership, at 717-585-2702 (cell), 800-922-8063, or via email at [alane@pml.org](mailto:alane@pml.org).

# 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 ..... \$1,000

Cooperating Membership\* ..... \$150

(\*additional representative of an Associate Member)

PSATC Associate Membership Add On\* ..... \$100

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

**#StrengthThroughEngagement**

## 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

- 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

### 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](mailto: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 10-13, 2024**

***Hilton Scranton Hotel | Scranton, 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](mailto:mcostik@pml.org).

# Sponsorship Opportunities/Benefits

## Gold Sponsor – \$5,000

- Exclusive exhibit space opportunity, 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
- Listing on mobile App
- Company listing and link on The League's website
- Complementary full-page ad in a post-Summit issue of the *Municipal Reporter* magazine

## Silver Sponsor – \$2,500

- Exclusive exhibit space opportunity, which includes two exhibitor registrations
- Recognition by signage
- Opportunity to interact with all elected and appointed officials
- One complimentary registration
- Listing on mobile App
- Company listing and link on League website
- 50 percent discount on ad in a post-Summit issue of the *Municipal Reporter* magazine

## Bronze Sponsor – \$1,750

- Recognition by signage
- One complimentary registration
- Listing on mobile App
- Company listing and link on League website
- 25 percent discount on ad in a post-Summit issue of the *Municipal Reporter* magazine

## Walk-Around Vendor – \$1,000

- Two complimentary registrations
- Listing on mobile App
- Company listing and link on League website

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## Advertising Opportunities

### Table Tents Ad – \$800

### Agenda-at-a-Glance Ad – \$800

# PA State Association of Township Commissioners Corporate Partnership Opportunities



## Gold – \$5,000

- Regional, corporate-hosted PSATC member event (Optional)
- Two Association-wide webinars with recording accessible on PSATC E-Library
- Promotional item placed on tables at Annual Dinner
- Six (6) complimentary tickets to Annual Dinner
- Full-page ad in Annual Dinner Program Book
- Gold Recognition at Annual Dinner
- Corporate overview and premium positioned link on PSATC Partner Marketplace

## Silver – \$2,500

- Regional, corporate-hosted PSATC member event (Optional)
- One Association-wide webinar with recording accessible on PSATC E-Library
- Promotional table at Annual Dinner
- Four (4) complimentary tickets to Annual Dinner
- Half-page ad in Annual Dinner Program Book
- Silver Recognition at Annual Dinner
- Corporate overview and link on PSATC Partner Marketplace

## Bronze – \$1,000

- One Association-wide webinar with recording accessible on PSATC E-Library
- Two (2) complimentary tickets to Annual Dinner
- Bronze Recognition at Annual Dinner
- Corporate overview and link on PSATC Partner Marketplace

## Corporate Partner Marketplace – \$500

- Corporate overview and link on PSATC Member Marketplace
- Corporate Partner Recognition in Annual Dinner Program Book

### Annual Dinner: October 11, 2024, Scranton, PA

#### Questions:

Please contact John Jablowski, PSATC President at (570) 899-8282 or by email via [jjablowski@yahoo.com](mailto:jjablowski@yahoo.com)

#### Payment:

Please download [PSATC's 2024 Corporate Partnership Form](#) and remit with payment to: PSATC, 414 North Second St., Harrisburg PA 17101. Payment by credit card is available by contacting Susan Helms at [shelms@pml.org](mailto:shelms@pml.org)





# Playground Build Sponsorship Opportunities

**Hoberman Park Playground | August 3, 2024**  
**Prospect Street, Lock Haven, PA 17745**

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, designed with the help of neighborhood children.

To sponsor the playground build, contact Amanda Lane, Deputy Executive Director - Membership, at 717-585-2702 (cell), 800-922-8063, or via email at [alane@pml.org](mailto:alane@pml.org).

## 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*
- Full-page ad in a post-playground build issue of the *Municipal Reporter*
- 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

## Playground Partner – \$10,000

- Link on League website
- Logo on Build Day T-shirts
- Event coverage in statewide magazine, the *Municipal Reporter*
- Half-page ad in a post-playground build issue of the *Municipal Reporter*
- Logo/link on all event news releases
- Opportunity for recognition at Build Day events
- Social Media coverage before and during the event

## Playground Promoter – \$5,000

- Link on League website
- Logo on Build Day T-shirts
- Event coverage in statewide magazine, the *Municipal Reporter*
- Half-page ad in a post-playground build issue of the *Municipal Reporter*
- Logo/link on all event news releases
- Opportunity for recognition at Build Day events
- Social Media coverage before and during the event

# Advertise in The League's Municipal Reporter Magazine

## 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.

The League's digital *Municipal Reporter* magazine is published bimonthly and distributed six times per year in February, April, June, August, October and December.

## 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

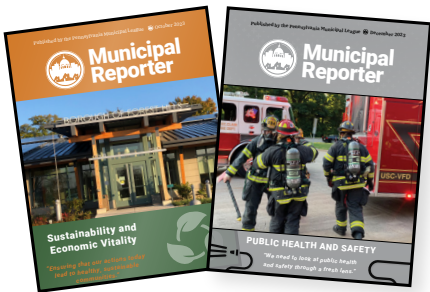
**Contact** Debbie Bitting, Director of Communications, at 717-236-9469, ext. \*223 or email [dbitting@pml.org](mailto:dbitting@pml.org).

# 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

(\*inquire regarding availability)

## Ad Copy Deadlines

February: Human Services  
**January 1**

April: Diversity  
**March 1**

June: Livable Communities  
**May 1**

August: Leadership  
**July 1**

October: Civility  
**September 1**

December: Emergency Management  
**November 1**

*Membership and multiple-placement discounts available!*

**We offer an annual subscription for \$60.**

# Support The Schuettler Center for Municipal Development



THE SCHUETTLETT CENTER

Engage ▼ Illuminate ▼ Inspire



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

During the 122<sup>nd</sup> 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. Thus far \$80,000 has been pledged.

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.



## Act Now to Make Your Pledge

Online form and downloadable PDF are available on our website at: [PML.org](http://PML.org)



414 North Second Street  
Harrisburg, PA 17101  
717-236-9469 · [PML.org](http://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 and Walk-Around Vendor Option
- Hoberman Park Playground Sponsorship Opportunities
- [Municipal Reporter Advertising](#)
- NLC Function Sponsorship Opportunities

To request a contract or for more information, [email the appropriate staff member](#).