



Maryland Municipal League 2017 STRATEGIC PARTNER PROGRAM

PROGRAM OVERVIEW

The Maryland Municipal League Strategic Partner Program promotes the exchange of ideas between business leaders and the leaders of Maryland's cities and towns with the goals of strengthening municipal government, encouraging economic competitiveness and promoting corporate civic engagement.

BENEFITS OVERVIEW

Approved Partners will receive the following benefits*:

- The opportunity to participate in unique, content-driven focus groups and topical meetings to examine best practices and approaches to strengthen public-private cooperation and contribute to MML's program agenda.
- Exclusive invitations to sponsor high-visibility events at MML conferences with recognition for the Strategic Partner's contribution. *(The fee for sponsorship for major conference events is in addition to the regular annual membership fee.)*
- Complimentary registrations to MML's annual summer conference.
- Discounts on exhibit booth fees at MML's annual summer conference.
- Complimentary subscriptions to MML's bimonthly publication *Municipal Maryland*.
- Entries in MML's annual *Directory of Maryland Municipal Officials* and on the MML web site.
- Discounts on advertising in *Municipal Maryland* and in the *Directory of Maryland Municipal Officials*

**Specific benefits afforded each investment level are delineated on the 2017 Partner Benefits Levels document.*

CRITERIA FOR PARTICIPATION

All interested candidates for membership must complete an application in order to be considered for membership. MML will actively seek Strategic Partners who meet these criteria:

- Have a demonstrated track record as good community citizens. An endorsement or recommendation from the mayor in the community where the business is located is desirable.
- Support the MML values, which are outlined in this Program Overview.
- Offer expertise/experience in areas that will contribute to MML's overall mission of strengthening and promoting cities and towns as centers of opportunity, leadership and governance.
- Be willing to work within the specific Program boundaries established by the MML Board of Directors.
- Not directly or indirectly compete with programs or services offered by MML.
- Be willing to provide top-level strategic involvement in specific substantive programs that meet mutual needs and further the mission of both the Strategic Partner Program and MML.

MML reserves the right to reject an application from a business that does not meet the established criteria or to discontinue the participation of a Strategic Partner who does not continue to meet the criteria. The MML Executive Committee will make all decisions about membership in the Strategic Partner Program.

Strategic Partners will not have preferred access to MML's policy development process or be directly involved in the development of policy positions that guide MML's legislative advocacy on behalf of cities and towns.

Strategic Partners will not be provided speaking opportunities at annual conference general sessions or major social events by virtue of their participation as a Partner or their sponsorship of an event.

MML VALUES

All potential Strategic Partners are expected to support MML's values. These *values* serve as guiding principles for all activities. MML believes in:

- **Leadership**
MML promotes the development of effective leaders.
- **Service**
MML consistently strives to meet the needs of members with the highest standards of efficiency and effectiveness.
- **Inclusiveness**
MML gains strength from the diversity of its membership and actively works to involve all municipal officials.
- **Trust**
MML's members and staff have a working relationship characterized by a spirit of mutual respect and trust.
- **Quality**
MML ensures that excellence and member satisfaction drive all that we do.

FEE

The fee for the MML Strategic Partner Program is \$2,500 - \$7,500 annually, depending upon the benefit level selected.

BECOMING A STRATEGIC PARTNER

If you are interested in becoming a Strategic Partner, please return the enclosed application to:

Maryland Municipal League
Attention: Caleb Wolf
1212 West Street
Annapolis, Maryland 21401
Phone: 410-295-9105
Email to: calebw@mdmunicipal.org