

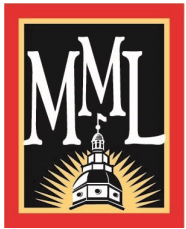


Maryland Municipal League
The Association of Maryland's Cities and Towns

**Strategic
Partnership
Program
2020**

(410) 295-9100 • www.md-municipal.org

1212 West Street Annapolis, MD 21401



The Maryland Municipal League

MML is the only statewide organization in Maryland composed solely of municipal officials and devoted to the promotion of all branches of municipal administration.

Mission: Maryland Municipal League's mission is to strengthen and support municipal government through advocacy and development of effective leadership.



Vision: Maryland Municipal League will engage and empower all Maryland municipal officials by ensuring that they have access to the education and information they need to provide the highest level of service to the residents of Maryland's cities and towns.



2019-2020 MML Board of Directors

Ryan Spiegel	Councilmember	Gaithersburg
Perry Jones	Mayor	Union Bridge
Bridget Donnell Newton	Mayor	Rockville
Jake Day	Mayor	Salisbury
Abigail McNinch	Mayor	Denton
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James "Jay" Mattingly, IV	Councilmember	Leonardtown
Jarrett Smith	Councilmember	Takoma Park
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Kevin Grove	Councilmember	Frostburg
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Tracy Gant	Mayor	Edmonston
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James, Jeannine	Mayor	LaPlata
Jordan, Emmett	Mayor	Greenbelt
Lord, Ken	Mayor	Keedysville
Schlosnagle, Spencer	Mayor	Friendsville
Dennis Enslinger	Deputy City Manager	Gaithersburg
Elissa Levan	Attorney	Various Maryland Municipalities
Danielle Mandley	Director of Legislative Services/Town Clerk	LaPlata
Jamie Braun	Code Compliance Supervisor	Bowie
Michele Potter	Director of Parks, Rec. & Culture	Gaithersburg
David Spencer	Police Chief	Easton
Lesley Riddle	Director of Public Works	Hyattsville
Patrick Wojahn	Mayor	College Park
Laurie-Anne Sayles	Councilmember	Gaithersburg
Scott Hancock	Executive Director	Maryland Municipal League

Strategic Partner Overview



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 2019 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.



The Strategic Partners Program encourages mutual understanding of and respect for the interests of cities and towns by the business community, and of the business community's interests and needs by city and town officials. For further information, please contact: Felicia Bañuelos at feliciab@mdmunicipal.org.

Strategic Partner Level Benefits 2020	Citizen Level	Leader Level	Investor Level
Summer Conference Complimentary Registration	X3	X2	X1
Discount on Summer Conference exhibit booths	25%	15%	10%
Signage and recognition in Summer Conference program	√	√	√
Invitation to Annual Strategic Partner Appreciation event	X4	X3	X2
Prominent display of company name on individual banner throughout Summer Conference	√		
Fall Conference signage and recognition in program	√	√	√
Discount on Fall Conference tabletop display sponsorships	25%	15%	10%
Subscription to Municipal Maryland	X3	X2	X1
Invitation to the MML Legislative Reception held in January	X3	X2	X1
Prominent listing on MML website with company logo, description, and link to organization	√	√	√
Listing and hyperlink in MML's online Directory of <i>Maryland Municipal Officials</i>	√	√	√
Acknowledgement as a Strategic Partner in issues of <i>Municipal Maryland magazine</i>	X2	X2	X2
Discount on advertising in directory and magazine	25%	15%	10%
Complimentary copy of MML's member mailing list	2x/yr.	2x/yr.	2x/yr.
Spotlight articles on the MML news carousel featuring your company, live for one month	Up to 3	Up to 2	1
Attendance as a Strategic Partner at MML Chapter & Department meetings during the year	√	√	√
Invitation to various Board of Director events	√		
Access to Board of Directors agenda and minutes	√	√	



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.

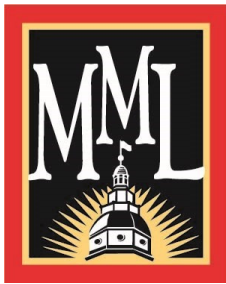
Becoming A Strategic Partner: If you are interested in becoming a Strategic Partner, please return the enclosed application to:

Maryland Municipal League Attn: Felicia Banuelos
1212 West Street

Annapolis, Maryland 21401

Phone: 410-295-9118

Email to: feliciab@mdmunicipal.org



Maryland Municipal League
Strategic Partner Program Application
2020



Yes! I would like my company to be considered for participation in the MML Strategic Partner Program at the following annual level:

Citizen \$7,500

Leader \$5,000

Investor \$2,500

Yes, my company supports the MML values.

Yes, I have read the criteria for participation and my company meets these criteria.

COMPANY/ORGANIZATION NAME: _____

MAIN CONTACT: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

WEB ADDRESS: _____

DESCRIPTION OF COMPANY FOR MML WEBSITE LISTING: _____

Please submit this form by email or mail to:

Felicia Banuelos, Assistant to the Executive Director

Maryland Municipal League 1212 West Street Annapolis, MD 21401

Phone: (410) 295-9118 Email: feliciab@mdmunicipal.org