



2024 SPONSORSHIP OPPORTUNITIES



www.timberman.org

Why Invest in a Michigan Association of Timbermen Sponsorship?

The Michigan Association of Timbermen is a 501c(6) trade organization dedicated to promoting sustainable forestry practices, advocating for timber-related issues, and providing valuable resources and networking opportunities to its members, exclusively in Michigan.

A sponsorship with the Michigan Association of Timbermen allows your businesses or organization to enhance your brand, support the timber industry, and gain exposure to a targeted audience. By investing with the Michigan Association of Timbermen, your business can reap numerous advantages:

Industry Leadership: The Michigan Association of Timbermen is a recognized leader in the timber industry, representing the collective voice of timber businesses and professionals. Sponsoring the Timbermen demonstrates a commitment to the industry and enhances your brand's reputation, increasing credibility among stakeholders, customers, and potential clients.

Networking and Collaboration: The Michigan Association of Timbermen serves as a hub for professionals and businesses involved in the forest products industry, offering ample networking and collaboration opportunities. Sponsors gain access to a vast network of industry experts, suppliers, and potential business partners. This enables you to forge valuable relationships, exchange knowledge, and explore collaborative projects, ultimately fostering growth and innovation within the timber sector.

Targeted Exposure: Sponsoring the Timbermen provides your business or organization with targeted exposure to a niche audience comprising timber industry professionals, forest landowners, policymakers, and related markets. This focused exposure allows you to showcase your products, services, and expertise directly to a relevant and engaged audience. You will increase your visibility, generate leads, and potentially secure new customers within the timber industry.

Public Engagement: The Michigan Association of Timbermen is deeply involved in public engagement and outreach programs, including educational initiatives, career development, and emerging technology. By sponsoring the Timbermen, your business can actively contribute to these initiatives and demonstrate your commitment to corporate social responsibility. This engagement helps build a positive brand image, enhances public perception, and fosters goodwill among local communities and stakeholders.

Access to Resources and Advocacy: The Michigan Association of Timbermen actively advocates for timber-related issues at the state and national levels, ensuring that the collective voice of the industry is heard. As a sponsor, your business or organization is positioned at the forefront of the industry.

We look forward to working with you to create the perfect investment opportunity for your business or organization and to continue to grow and enhance the forest products industry in Michigan.

For more information on becoming a sponsor, please contact:

Justin Knepper, Executive Director
Michigan Association of Timbermen
jknepper@timberman.org
(906)630-0579

Michell Sears, Office Administrator
Michigan Association of Timbermen
msears@timberman.org
(906)293-3236

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Annual Events Calendar

49th Annual Timbermen Convention - April 25th-26th, 2024

Bavarian Inn Lodge, Frankenmuth

The Michigan Association of Timbermen, in conjunction with the Michigan Association of Timbermen Self-Insurer's Fund (MATSIF) and Forest/Loggers/Mauck Insurance Agencies, host their joint annual convention, drawing 400 guests from all over Michigan. The convention features indoor and outdoor exhibits, trainings, special speakers, and annual award ceremonies.



Lansing Day - May 2024 (date TBD)

Michigan State Capitol

The Michigan Association of Timbermen, along with partnering organizations, will host a Lansing Day, with industry leaders testifying to various committees on issues concerning our forest products industry. Sponsors will have opportunities to support and attend a social event with legislators, hosted by MAT's lobbyist near the State Capitol.

Links with Loggers Golf Scramble - July 19th, 2024

Lower Peninsula (golf course TBD)

Join loggers, mill operators, equipment dealers and more at the Timbermen's annual Lower Peninsula golf scramble, for a great day of networking and fundraising to support MAT's mission!



1st Biennial Michigan Forest Products Show - August 9th-10th, 2024

Ellison Place, Gaylord

The Timbermen's first major industry exhibition, potentially featuring over 100 indoor and outdoor industry-related exhibitors, including logging equipment, milling innovations, emerging technology, entertainment, food and fun! Sponsors will be promoted to thousands of potential customers in one of northern Michigan's most modern event centers.

Links with Loggers Golf Scramble - August 23rd, 2024

Upper Peninsula (golf course TBD)

Join loggers, mill operators, equipment dealers and more at the Timbermen's annual Upper Peninsula golf scramble, for a great day of networking and fundraising to support MAT's mission!

Forest/Loggers/Mauck Insurance Agency's Log Truck Safety Trainings

Support the Timbermen in continuing to offer Jimmie Locklear's Log Truck Safety Training program around the State. Presented by Forest/Loggers/Mauck Insurance Agencies, our log truck safety class draws scores of loggers to timely and important training sessions.

Additional Events (details to come)

Women's events, career development events, and more are in the process of being planned.



PRESENTING SPONSOR - \$15,000

- Logo displayed on MAT work vehicle, driven regularly throughout the State (10,000+ miles annually)
- Choice of “upgrade” event package: options include Career Development, Convention Keynote, Women’s Event, or Advocacy Event (value of up to \$3,000)
- Logo prominently displayed at all MAT functions listed in Events Calendar, and on all electronic and print material, including MAT staff emails (3,000+ emails annually)
- Logo prominently included in MAT event advertising with multiple trade publications including Great Lakes TPA, Timberline, Great Lakes Logging, and more (10,000+ distrib.)
- Quarterly premium banner ad placement on MAT website (200~ monthly visits on www.timbermen.org and growing)
- One full-length article and four half-page ads in “Timber Talk” magazine (400+ distribution)
- Quarterly spotlight session on MAT social media pages (2,000+ impressions, Facebook, Instagram, X)
- Two indoor and two outdoor spaces (value of \$2,100) at 1st Biennial Michigan Forest Products Show in Gaylord, as well two admissions tickets per space
- Two indoor and two outdoor spaces at annual convention (value of \$1,100), as well as four registrations (value of \$600)
- Discount of 35% on MAT Directory advertising (400+ distribution, discount value of up to \$1,050)
- Customization available to best suit sponsor needs.

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PARTNERING SPONSOR - \$9,500

- Logo displayed at all MAT functions listed in Events Calendar
- Logo displayed on all electronic and print material, including MAT staff emails (3,000+ emails annually)
- Logo included in Michigan Association of Timbermen event advertising in multiple trade publications including Great Lakes TPA, Timberline, Great Lakes Logging, and more (10,000+ distribution)
- Quarterly banner ad placement on MAT website (200~ monthly visits on www.timberman.org and growing)
- One shorter article and two half-page ads in “Timber Talk” magazine (400+ distribution)
- Three spotlight sessions on MAT social media pages (2,000+ impressions, Facebook, Instagram, X)
- One indoor and one outdoor space (value of \$1,050) at 1st Biennial Michigan Forest Products Show in Gaylord, as well as one admission ticket per space
- One indoor and one outdoor space at Annual Convention (value of \$550), as well as two registrations (value of \$250)
- Discount of 25% on MAT Directory advertising (400+ distribution, discount value of up to \$750)
- Customization available to best suit sponsor needs.



SUPPORTING SPONSOR - \$6,000

- Logo displayed at all MAT functions listed in Events Calendar
- Logo displayed on all electronic and print material, including MAT staff emails (3,000+ emails annually)
- Two quarter-page ads in “Timber Talk” magazine (400+ distribution)
- Two spotlight sessions on MAT social media pages (2,000+ impressions, Facebook, Instagram, X)
- 25% discount on indoor/outdoor exhibit space at 1st Biennial Michigan Forest Products Show in Gaylord
- 25% discount on indoor/outdoor exhibit space at Annual Convention in Frankenmuth
- Discount of 10% on MAT Directory advertising (400+ distribution, discount value of up to \$300)
- Customization available to best suit sponsor needs.



CONTRIBUTING SPONSOR - \$2,500

- Logo displayed at all MAT functions listed in Events Calendar
- One spotlight session on MAT social media pages (2,000+ impressions, Facebook, Instagram, X)
- 25% discount on ads in “Timber Talk” magazine (400+ distribution)
- 10% discount on indoor/outdoor exhibit space at 1st Biennial Michigan Forest Products Show in Gaylord
- 10% discount on indoor/outdoor exhibit space at Annual Convention in Frankenmuth



ADDITIONAL OPPORTUNITIES

The Michigan Association of Timbermen offers the following special opportunities as upgrades to sponsor packages:

- Career Development Events - \$1,000: sponsors interested in events focused on career development can work with MAT staff to host a regional event(s) that may include high school or community college-focused field trips, regional career fair participation, or other opportunities.
- Women's Events - \$2,500: sponsors interested in events specifically focused on women in the forest products industry can work with MAT staff to create unique event experiences at both the Annual Convention as well as the Timbermen's Showcase. New stand-alone events will also be considered.
- Advocacy Events - \$3,000: sponsors interested in supporting MAT's advocacy efforts can work with MAT staff to host a tentative May 2024 legislative event at MAT's lobbyist office in Lansing.
- Convention Keynote - \$3,000: businesses interested in serving as the Convention Keynote sponsor will receive early notification on who the Annual Convention keynote speaker will be, and will be featured specifically on all materials promoting the keynote speaker. Previous keynote speakers have included Mickey Redmond, commentator for the Detroit Redwings, and Bobby Goodson of Swamp Loggers fame.

Customization available to best suit sponsor needs. The Michigan Association of Timbermen is open to discussing additional concepts as well!