

MLA Industry Partner Membership Benefits



Benefits	Industry Partner Basic Member (\$450/yr)	Industry Partner Bronze (\$1,000/yr)	Industry Partner Silver (\$2,500/yr)	Industry Partner Gold (\$5,000/yr)	Industry Partner Platinum (\$10,000/yr)
As a member of the MLA, you will have access to and receive the following benefits:					
Access to over 700 MLA members comprised of <i>key decision makers</i> across the state	✓	✓	✓	✓	✓
Ability to access Strategic Partner Benefits	✓	✓	✓	✓	✓
MLA Monthly E-Newsletter	✓	✓	✓	✓	✓
MLA E-Alerts	✓	✓	✓	✓	✓
MLA Written Correspondence	✓	✓	✓	✓	✓
Ability to participate in Committees	✓	✓	✓	✓	✓
Complimentary listing in MLA online Products & Services Guide on www.masslodging.com	✓	✓	✓	✓	✓
Top Listing for referrals on www.masslodging.com					

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Event Sponsorships	Industry Partner Basic Member (\$450/yr)	Industry Partner Bronze (\$1,000/yr)	Industry Partner Silver (\$2,500/yr)	Industry Partner Gold (\$5,000/yr)	Industry Partner Platinum (\$10,000/yr)
Meet Your Legislator Luncheons	✓	✓	✓	✓	✓
Regional Meetings	✓	✓	✓	✓	✓
Stars of the Industry			●One Admission	●One Admission ●Reception Sponsor	●Two Admissions ●Listing as Corporate Sponsor ●Full page ad in Program Book
Annual Golf Tournament				●Two Admissions to reception ●1/2 page ad in Program Book	●Two Admissions to reception ●Listing as MLA Corporate Sponsor ●Logo on flag at one hole ●Full page ad in Program Book
Outlook		●One Admission	●One Admission	●Two Admissions ●Listing as Corporate Sponsor	●Four Admissions ●Listing as Corporate Sponsor
Hall of Fame		●One Admission	●One Admission	●Two Admissions	●Two Admissions ●Listing as Corporate Sponsor

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Advertising & Sponsorship Opportunities	Industry Partner Basic Member (\$450/yr)	Industry Partner Bronze (\$1,000/yr)	Industry Partner Silver (\$2,500/yr)	Industry Partner Gold (\$5,000/yr)	Industry Partner Platinum (\$10,000/yr)
Ability to use MLA logo on website	✓	✓	✓	✓	✓
Ability to use MLA logo promotional materials (with prior approval)					✓
Online Logo Ad on www.masslodging.com		1 month	3 months	6 months	12 months
One Time dedicated e-blast promotion	\$1,500	\$1,500	\$750	✓	✓
E-blast sponsor				1 month	2 months
Online banner ad				1 month	2 months
Ability to purchase advertising & sponsorship opportunities at discounted rates:					
Online Banner Advertising	<ul style="list-style-type: none"> •\$500/month •\$300/month for 3 months •\$200/month for 12 months 	<ul style="list-style-type: none"> •\$500/month •\$300/month for 3 months •\$200/month for 12 months 	<ul style="list-style-type: none"> •\$300/month •\$150/month for 3 months •\$100/month for 12 months 	<ul style="list-style-type: none"> •\$300/month •\$150/month for 3 months •\$100/month for 12 months 	<ul style="list-style-type: none"> •\$150/month •\$100/month for 3 months •\$75/month for 12 months
Sponsorship of monthly e-blast	\$750/month	\$750/month	\$250/month	\$250/month	\$200/month
Member Seminar Sponsorship (speaker)	\$2,500	\$2,500	\$1,500	\$1,000	Free one time use

MASSACHUSETTS LODGING ASSOCIATION
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