

LEAGUE OF MINNESOTA CITIES

Business Alliance Program & Advertising

Building Relationships,
Creating Partnerships That Last

2025



LEAGUE of
MINNESOTA
CITIES

LMC.ORG/REACHCITIES

**pick &
choose**

or

**join &
get even
more!**

ADVERTISING OPPORTUNITIES

Reach staff and officials at more than 830 Minnesota cities when you advertise with the League.



Minnesota Cities Magazine

Looking to get your organization's message in front of key municipal decision-makers? *Minnesota Cities* magazine — the premier print publication of the League of Minnesota Cities — has you covered.

With a circulation of about 7,000, every issue of this bimonthly publication is an information-packed resource for city officials throughout Minnesota.



Annual Conference Exhibit Hall

Held June 25-27 in Duluth, the League's 2025 Annual Conference will be a fun and interactive educational gathering of city officials from around the state. Connect with hundreds of city decision-makers and demonstrate what you have to offer by reserving exhibit space.

BUSINESS ALLIANCE PROGRAM

Find the right fit for your business with exclusive opportunities available only to members.

Designed to promote a true partnership between our cities and organizations like yours, we offer three levels of membership that allow you to connect the way you want!

Join the Business Alliance Program through our premium membership (the Business Leadership Council), our mid-level membership (Business Partner), or our basic membership (Business Associate) — each giving you multiple ways to reach city decision-makers.

This is a great opportunity to build relationships with city officials and other organizations that serve local government!

LMC.ORG/REACHCITIES

GET MORE DETAILS ON PAGES 3-5!

Contact marketing@lmc.org or (651) 281-1200 for more information.

GET MORE DETAILS ON PAGE 6!

Business Alliance Program



Business Leadership Council (BLC)

\$15,000/year; Nonprofit rate \$12,000/year

Our premium membership provides you with unprecedented advertising and engagement opportunities.

Business Leadership Council (BLC) members receive all the benefits of a Business Partner, but are also able to share subject matter expertise with our members. If your organization joins the BLC, you will have opportunities to provide content for League publications and conferences. Additionally, BLC participants will meet during the year with League staff and other BLC members. No other opportunity can position your organization more closely to Minnesota cities.

Business Partners

\$9,000/year

In addition to the same benefits provided to Business Associates, Business Partners receive generous, complimentary advertising (both in print and online), and an Annual Conference exhibit booth.

Business Associates

\$2,500/year

Our basic membership provides your organization with special recognition in League publications and on our website. Business Associates also receive great discounts, free access to our Research and Information Service, and complimentary publications.

Sign up today!

[LMC.ORG/REACHCITIES](https://lmc.org/reachcities)

Contact marketing@lmc.org or
(651) 281-1200 for more information.

PROMOTE YOUR SERVICES!

The Business Alliance Program combines multiple ways to reach city decision-makers.

CONNECT THE WAY YOU WANT!

Find the right fit for your business with exclusive opportunities available only to members!

Only Business Alliance Program members can purchase exclusive sponsorship opportunities, including special exposure at events and activities, as well as conferences and trainings throughout the year.

**VIEW THE TABLE ON PAGE 4
TO SEE THE SPECIFIC BENEFITS
FOR EACH MEMBERSHIP LEVEL.**

Business Alliance Program

Organization		
Contact		
Address		
City	State	Zip
Telephone ()		
Email		
Website address		

**THIS APPLICATION IS DUE
BY NOVEMBER 8, 2024.**

Contact marketing@lmc.org
or (651) 281-1200 for more
information.

BENEFITS	BUSINESS LEADERSHIP COUNCIL	BUSINESS PARTNERS	BUSINESS ASSOCIATES
Biannual Business Leadership Council (BLC) meetings including briefings from League staff, interaction and learning between BLC members			
Social media promotion of content contributed to <i>Minnesota Cities</i> magazine or an LMC conference session			
Contribute content to LMC conferences, events, and webinars			
Use of League BLC logo in your advertising/brochures/website			
Content publication in <i>Minnesota Cities</i> magazine	1 Article		
Opportunities to provide expertise to LMC staff and members			
RFP electronic notifications			
Company description listed on the LMC website			
Recognition on Business Alliance webpage on LMC website			
Exclusive access to LMC's State of the Cities Update			
Advertising in <i>Minnesota Cities</i> magazine	4x Half Page	2x Half Page	Discount
Complimentary Marketplace and job ad posting on LMC website	10	2	Discount
Access to LMC Salary & Benefits Survey	Full Access	1 list	Discount
LMC City Contact List (basic city contact information)	Unlimited	1 list	Discount
Annual Conference exhibit booth	1 Free	1 Free	Discount
Annual Conference registrations	4 Free	2 Free	Discount
Registrations at all other LMC trainings and conferences	2 Free	Discount	Discount
Subscriptions to <i>Minnesota Cities</i> magazine	4	2	1
Recognition on Annual Conference materials and emails before and after the event			
Access to LMC Research & Information Service			
Access to exclusive event/activity sponsorships			
Standard rate	\$15,000	\$9,000	\$2,500
Nonprofit rate	\$12,000		

Terms: Business Alliance membership is an advertising opportunity for businesses of integrity and relevance to cities. This opportunity is not available to, and may be revoked from, providers of products or services that raise issues of public concern, are contrary to the League's purpose or policies, or otherwise jeopardize the goals of the Business Alliance program. All advertising is subject to review. Acceptance of sponsorship/ advertising does not constitute an endorsement by the League of Minnesota Cities, nor does it represent an opinion about the quality of an organization's products or services.

Please return completed application with payment to:

League of Minnesota Cities
ATTN Finance Department
145 University Avenue West
St. Paul, MN 55103-2044

If your application is not approved, payment will be returned. Business Alliance Program membership is based on the calendar year. Memberships are not pro-rated.

I agree to the terms stated, and I authorize this advertising application:

Name (please print)

Signature

Date



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Exclusive Opportunities for Business Alliance Program Members

When you join the Business Alliance Program, you get access to a menu of additional, exclusive event and activity sponsorship options throughout the year!

You will be notified of these opportunities as they become available.

Contact mhagenau@lmc.org to learn more about what the event and activity sponsorships include.

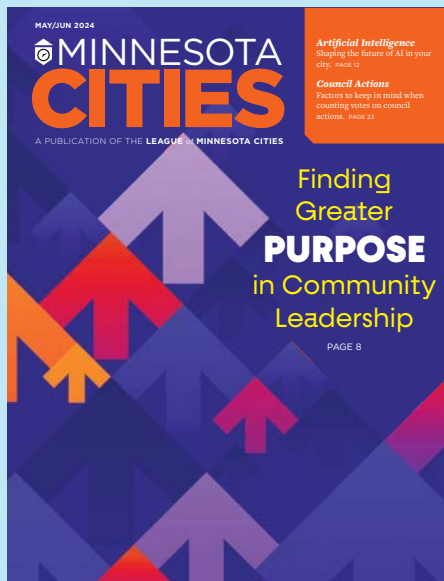


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SEE PAGE 6 TO LEARN
ABOUT ADDITIONAL
ADVERTISING OPPORTUNITIES.

Advertising Opportunities

Reach staff and officials at more than 830 Minnesota cities!



Minnesota Cities Magazine



Looking to get your organization's message in front of key municipal decision-makers? **Every issue of the bimonthly Minnesota Cities magazine reaches about 7,000 city officials and staff (plus more views online!).**

The content in this magazine is tailored to the needs and interests of this unique demographic — from municipal clerks to city purchasing officers, mayors to council members, fire and police chiefs to human resources staff.

Access the latest issue of *Minnesota Cities* at lmc.org/mncities and download an advertising application at lmc.org/advertising.

Annual Conference Exhibit Hall



Held June 25-27 in Duluth, the League's 2025 Annual Conference will be a fun and interactive educational gathering of city officials from around the state. **Connect with hundreds of city decision-makers and demonstrate what you have to offer by reserving exhibit space.**

Make the most of your exhibit experience with additional promotional opportunities like:

- Connect with attendees as a **pre-conference event sponsor**.
- Enjoy one-on-one time with city officials in the exhibit hall as a **sponsor of a lounge area**.
- Take the stage to introduce a speaker as a **keynote sponsor**.

Access more information — and the exhibit hall application — online in early 2025.

Contact marketing@lmc.org or (651) 281-1200 for more information.

BOOTHS FILL UP QUICKLY, SO RESERVE EARLY!

Business Alliance members receive priority discounted or complimentary exhibit space.



SEE YOU IN
DULUTH
JUNE 25-27, 2025



Build relationships

with city decision-makers
and other municipally oriented
organizations like yours.



Promote your services to Minnesota cities!

By participating in the League of Minnesota Cities' Advertising and Business Alliance Program, you can reach city staff and officials all across our state the way you want. There's a whole host of ways to promote your services online, in print, or in person at the level that works for your budget!

Learn more and sign up today!

[LMC.ORG/REACHCITIES](https://lmc.org/reachcities)

Contact marketing@lmc.org or
(651) 281-1200 for more information.

League of Minnesota Cities (LMC) is the largest and most relied-upon municipal membership organization in the state and has been dedicated to promoting excellence in local government since 1913. We serve more than 830 member cities through education and training, policy development, risk management, advocacy, and other services. We are the go-to resource for decision-makers in Minnesota cities.