



2026 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 cell

www.timberman.org

2026 Events Calendar

Annual Timberman's Convention

April 16th-18th, 2026 - Boyne Mountain Resort
MAT and MATSIF host their joint annual convention, drawing as many as 400 guests from all over the Great Lakes region. The convention features indoor exhibits, trainings, special speakers, and annual award ceremonies.



Lansing Day

May 2026 - Lansing, MI

MAT hosts a Lansing Day each spring to educate legislators on political issues of concern to the industry. Sponsors have the opportunity to support and attend MAT's Lansing Day activities and social event.

Michigan Forest Products Show

August 7-8, 2026 - Ellison Place, Gaylord
The Timberman's second biennial industry show, featuring over 150 indoor and outdoor exhibitors, including logging equipment, milling innovations, emerging tech, entertainment, food and fun! Sponsors will be promoted to thousands of potential customers in the region.



Links with Loggers Golf Outings

July 17, 2026 - Cadillac, Aug. 21, 2026 - Nahma

Join scores of loggers, mill operators, dealers, suppliers and more at the Timberman's annual Lower and Upper Peninsula golf scrambles, for a great day of networking and fundraising to support MAT's mission!



PRESENTING SPONSOR - \$15,000

Event & Organizational Visibility

- Logo on MAT Work Vehicle, driven regularly throughout the State. **\$2,800 value**
- Logo at All MAT Functions – Prominent display at all events listed in the MAT Events Calendar. Logo in All Official Communications – Included in monthly e-newsletters and staff emails. **(\$7,500 value)**

Media & Publications

- Trade Publication Advertising – Logo featured in MAT event ads across multiple industry publications (Great Lakes TPA, Lumbermen Online, etc.). **\$8,000 value**
- Timber Talk Magazine – One full-length article and four half-page. **\$700 value**

Digital & Social Media

- Email Blast Articles/Ads – Three placements to 900+ subscribers. **\$600 value**
- Website Presence – Premium logo/hyperlink placement on MAT website. Social Media– quarterly premium features on MAT's Facebook page. **\$1,100 value**

Events & Engagement

- Annual Convention Spaces – Two indoor/two outdoor spaces (or combination). **\$1,600 value**
- Michigan Forest Products Show Spaces – Two indoor/two outdoor spaces, plus two registrations per space. **\$2,000+ value**
- Golf Package – Two team registrations, hole and lunch sponsorship. **\$1,150 value**

Added Value

- MAT Directory Advertising Discount – 35% off directory ads. **Up to \$1,050 value**
- Customization – Package tailored to meet sponsor needs.

Total Estimated Value: \$26,500



PARTNERING SPONSOR - \$9,500

Event & Organizational Visibility

- Logo at All MAT Functions – displayed at all events listed in the MAT Events Calendar.
- Logo in All Official Communications – Included in monthly e-newsletters and staff emails. **(\$5,000 value)**

Media & Publications

- Trade Publication Advertising – Logo featured in MAT event ads across certain industry publications (Great Lakes TPA, Lumbermen Online, etc.). **\$4,500 value**
- Timber Talk Magazine – One shorter article and two half-page ads. **\$600 value**

Digital & Social Media

- Email Blast Articles/Ads – Two placements to 900+ subscribers. **\$500 value**
- Website Presence – Logo/hyperlink placement on MAT website. Social Media– three features on MAT's Facebook page. **\$800 value**

Events & Engagement

- Annual Convention Spaces – One indoor/one outdoor space (or combination). **\$550 value**
- Michigan Forest Products Show Spaces – One indoor/one outdoor space, plus one registration per space. **\$1,050+ value**
- Golf Package – One team registration, hole and lunch sponsorship. **\$750 value**

Added Value

- MAT Directory Advertising Discount – 25% off directory ads. **Up to \$750 value**
- Customization – Package tailored to meet sponsor needs.

Total Estimated Value: \$14,500



SUPPORTING SPONSOR - \$6,000

Event & Organizational Visibility

- Logo at All MAT Functions – displayed at all events listed in the MAT Events Calendar. Banner displayed at Annual Convention and Michigan Forest Products Show. Logo in All Official Communications – Included in monthly e-newsletters and staff emails. (\$4,250 value)

Media & Publications

- Trade Publication Advertising – Logo featured in MAT event ads across certain industry publications (Great Lakes TPA, Lumbermen Online, etc.). \$3,000 value
- Timber Talk Magazine – One shorter article and two quarter-page ads. \$250 value

Digital & Social Media

- Email Blast Articles/Ads – one placement to 900+ subscribers. \$250 value
- Social Media– two features on MAT's Facebook page. \$400 value

Events & Engagement (\$400+ value)

- Annual Convention Spaces - 25% discount
- Michigan Forest Products Show Spaces - 25% discount
- Golf Package – 25% discount

Added Value

- MAT Directory Advertising Discount – 10% off directory ads.
- Customization – Package tailored to meet sponsor needs.

Total Estimated Value: \$8,500



CONTRIBUTING SPONSOR - \$2,500

Event & Organizational Visibility

- Logo at All MAT Functions – displayed at all events listed in the MAT Events Calendar.
Banner displayed at Annual Convention and Michigan Forest Products Show. **(\$2,500 value)**

Media & Publications

- Timber Talk Magazine – One quarter-page ad. **\$150 value**

Digital & Social Media

- Email Blast Articles/Ads – one placement to 900+ subscribers. **\$250 value**
- Social Media– one feature on MAT's Facebook page. **\$200 value**

Events & Engagement (\$400+ value)

- Annual Convention Spaces - 10% discount
- Michigan Forest Products Show Spaces - 10% discount
- Golf Package – 10% discount

Total Estimated Value: \$3,500



ADDITIONAL OPPORTUNITIES

The Michigan Association of Timbersmen offers the following additional sponsor 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 Michigan Forest Products Show. New stand-alone events will also be considered.
- **2026 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.

Special Forest Products Show a la carte sponsorship opportunities

- 2026 Forest Products Show Exhibitor Lounge Sponsor - \$500 (two available)
- 2026 Forest Products Show Kid's Zone Sponsor - \$1,000 (four available)
- 2026 Forest Products Show Food Court Sponsor - \$1,000 (four available)
- 2026 Forest Products Show Chainsaw Competition Sponsor - \$5,000 (one available)