



2025 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

Annual Events Calendar

49th Annual Timbermen Convention - April 24th-25th, 2025

Kewadin Casinos, Sault Sainte Marie, Michigan

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 exhibits, trainings, special speakers, and annual award ceremonies.

Lansing Day - May 2024 (date TBD)

Kindsvatter, Dalling & Associates (KDA) Office

The Michigan Association of Timbermen, along with our government relations firm and partnering organizations, will host a Lansing Day. Sponsors will have opportunities to support and attend a social event with legislators at KDA's office near the State Capitol.

Links with Loggers Golf Scramble - July 2024 (date TBD)

Lakewood on the Green, Cadillac, MI

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!

Links with Loggers Golf Scramble - August 2024 (date TBD)

Nahma Golf Club, Nahma, MI

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!



PRESENTING SPONSOR - \$15,000

- Logo displayed on MAT work vehicle, driven regularly throughout the State (10,000+ miles annually)
- 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)
- Three email blast articles/ads to 450+ subscribers
- Logo prominently included in MAT event advertising with multiple trade publications including Great Lakes TPA, Great Lakes Logging, and more (10,000+ distribution, minimum value of \$8,000 based on projected ad buys)
- Quarterly premium banner ad placement on MAT website (200~ monthly visits on www.timberman.org and growing)
- One full-length article and four half-page ads in “Timber Talk” magazine (400+ distribution, ad value of \$700)
- Quarterly spotlight session on MAT social media pages (2,000+ impressions, Facebook, Instagram, LinkedIn)
- Two indoor, two outdoor spaces (or combination thereof) at annual convention (value of \$1,100), as well as four registrations (value of \$600)
- Two golf team registrations (can be used together or one per golf event), hole sponsorship, and lunch sponsorship (value of \$1,150)
- Discount of 35% on MAT Directory advertising (400+ distribution, discount value of up to \$1,050)
- Customization available to best suit sponsor needs.



PARTNERING SPONSOR - \$9,500

- Logo displayed at all MAT functions listed in Events Calendar
- Logo displayed on all electronic and print material, including official monthly e-newsletters and staff emails (3,000+ emails annually to 475 emails)
- Two email blast articles/ads to 450+ subscribers
- Logo prominently included in MAT event advertising with multiple trade publications including Great Lakes TPA, Great Lakes Logging, and more (10,000+ distribution, minimum value of \$8,000 based on projected ad buys)
- 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, ad value of \$400)
- Three spotlight sessions on MAT social media pages (2,000+ impressions, Facebook, Instagram, LinkedIn)
- One indoor and one outdoor space at Annual Convention (value of \$550), as well as two registrations (value of \$250)
- One golf team registration, hole sponsorship, and lunch sponsorship (value of \$750)
- 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, ad value of \$250)
- Two spotlight sessions on MAT social media pages (2,000+ impressions, Facebook, Instagram, LinkedIn)
- One email blast article/ad to 450+ subscribers
- 25% discount on registration and indoor/outdoor exhibit space at Annual Convention at Kewadin Casinos in Sault Sainte Marie
- 25% discount on golf outing registration, hole sponsorship and lunch sponsorship included (value of \$550)
- 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, LinkedIn)
- One email blast article/ad to 450+ subscribers
- 25% discount on ads in “Timber Talk” magazine (400+ distribution)
- 10% discount on registration as well as indoor/outdoor exhibit space at Annual Convention at Kewadin Casinos in Sault Sainte Marie
- 10% discount on golf outings, as well as hole sponsorship and lunch sponsorship included (value of \$390)



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!