

**MLA Industry Partner Membership Benefits**



Benefits	Industry Partner Basic (\$750/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)
<b><i>As a member of the MLA, you will have access to and receive the following benefits:</i></b>					
<i>Complimentary Welcome Email blast to the members for new members</i>	✓	✓	✓	✓	✓
Networking opportunities with MLA members comprised of key decision makers across the state	✓	✓	✓	✓	✓
Benefits	✓	✓	✓	✓	✓
MLA Monthly E-Newsletter	✓	✓	✓	✓	✓
MLA E-Alerts and all communication	✓	✓	✓	✓	✓
Ability to contact MLA for industry resources and questions	✓	✓	✓	✓	✓
Recognition and welcome to new members in E-Newsletter	✓	✓	✓	✓	✓
Recognition and welcome on website	✓	✓	✓	✓	✓
Invitations to attend industry webinars	✓	✓	✓	✓	✓
Complimentary listing in MLA online Products & Services Guide on <a href="http://www.masslodging.com">www.masslodging.com</a>	✓	✓	✓	✓	✓

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Event Sponsorships	Industry Partner Basic Member (\$750/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)
Stars of the Industry	Inquire for sponsorship price	Inquire for price	<ul style="list-style-type: none"> <li>●One Admission to event / inquire for sponsorship price</li> </ul>	<ul style="list-style-type: none"> <li>●One Admission</li> <li>●Reception Sponsor</li> </ul>	<ul style="list-style-type: none"> <li>●Two Admissions</li> <li>●Listing as Corporate Sponsor</li> <li>●Full page ad in Program Book</li> </ul>
Annual Golf Tournament	Inquire for sponsorship price	Inquire for sponsorship price	Inquire for sponsorship price	<ul style="list-style-type: none"> <li>●Two Admissions to reception</li> </ul>	<ul style="list-style-type: none"> <li>●Two Admissions to reception</li> <li>●Listing as MLA Corporate Sponsor</li> <li>●Logo on flag at one hole</li> </ul>
Outlook	Inquire for sponsorship price	<ul style="list-style-type: none"> <li>●One comp Admission to event / inquire for sponsorship price</li> </ul>	<ul style="list-style-type: none"> <li>●One comp Admission to event / inquire for sponsorship price</li> </ul>	<ul style="list-style-type: none"> <li>●Two Admissions</li> <li>●Listing as Corporate Sponsor</li> </ul>	<ul style="list-style-type: none"> <li>●Four Admissions</li> <li>●Listing as Corporate Sponsor</li> </ul>

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Advertising & Sponsorship Opportunities	Industry Partner Basic Member (\$750/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)					✓
www.masslodging.com		1 month	3 months	6 months	12 months
One Time dedicated e-blast promoting services/products	\$1,500	\$1,500	\$750	✓	✓
MLA Monthly E-Newsletter Sponsor	\$600	\$500	\$400	1 month	2 months
Educational Article inclusion in one month of E-Newsletter	\$600	\$500	\$400	✓	✓
Ability to Present Educational Webinar (with MLA approval)	\$2,000	\$1,500	\$1,000	✓	✓

**MASSACHUSETTS LODGING ASSOCIATION**

**TELEPHONE: 1-617-720-1776**  
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**FOR MORE INFORMATION**  
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