

Preferred Business Partners



Helping Minnesota's Counties Do Business Better.

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

AMC offers a unique membership opportunity for businesses, firms and organizations that have an interest in county government. AMC established this program in acknowledgement of the need for public-private partnerships needed to make county government more efficient and cost-effective.

Designed to promote a true partnership between our counties and organizations like yours, we offer three levels of membership that allow you to connect the way you want! Join the AMC Business Partner Program at one of the three available levels (Associate, Premier or Elite), each of which offers multiple ways of reaching county decision-makers. No other program offers the opportunity to build relationships with Minnesota county officials and other organizations that serve local government!

General Partnership Benefits for All Levels:

- Inclusion in the *AMC Service Directory* (published in January as part of the *Minnesota County Directory*).
- Listing on AMC's web site at www.mncounties.org.
- Advance selection and price discounts on exhibit space at the AMC Annual Conference in December.
- Discounted advertising in AMC publications.
- Discounted mailing lists from AMC's extensive database.

Please read on to learn more about the different benefits specific to our three partnership levels and choose the one that best fits your company's needs and goals for expanding your presence in Minnesota counties.

AMC Unites Minnesota's 87 Counties.

The Association of Minnesota Counties (AMC) is a voluntary, non-partisan statewide organization that has assisted the state's 87 counties in providing effective county governance to the people of Minnesota since 1909. AMC provides legislative advocacy, educational programs and training, research, business resources, and communications for members in order to achieve our mission of uniting Minnesota's counties to achieve public service excellence.

Our Preferred Business Partner Program Connects You With Them, Too.

Visit www.mncounties.org/pbp to learn more and apply today.

From urban to rural and from large to small, Minnesota’s 87 counties are diverse communities serving a wide variety of needs for both citizens and employees, making the relationship between county government and the private sector more important than ever before.

The Association of Minnesota Counties’ (AMC) Preferred Business Partners (PBP) program fits the needs of today’s county government by pairing them with companies who can help them provide the best products and services possible to their citizens and employees.

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

Associate Partnership | \$2,500 annually

Our basic membership provides your organization with special recognition in AMC publications and on our website. Associate partners also receive great discounts, free access to our research and information service, and complimentary publications.

- Half-page display Ad (4.25” x 3.75” inches) in the annual *AMC Service Directory* (part of the annual *Minnesota County Directory*).
- Company listing on the AMC web site and recognition in the *AMC Annual Report*.
- Discounted exhibit space at the AMC Annual Conference.
- Priority AMC Annual Conference booth space selection before space opens to any other exhibitors who are not part of the AMC business partnership program.
- Discounted advertising in AMC publications and mailing lists from our extensive county database.
- Three (3) complimentary copies of the *Minnesota County Directory*.

Premier Partnership | \$12,500 annually

In addition to the benefits associated with all partnership levels, Premier Business Partners receive generous, complimentary advertising (both in print and online), and an Annual Conference exhibit booth.

- Opportunity to give a 10-minute presentation to the AMC Board of Directors during the September meeting at the AMC Fall Policy Conference in Alexandria, followed by a Elite and Preferred Business Partners reception for conference attendees.
- Two complimentary registrations to attend the AMC Annual Conference, Legislative Conference and Fall Policy Conference.
- One complimentary Level 3 booth in a Premier exhibit area at the AMC Annual Conference (includes a full-page ad and company listing/description in the conference program and free attendee lists before and after the conference).
- Complimentary exclusive opportunity to exhibit at the AMC Legislative Conference (held in February/March each year in St. Paul).
- Recognition at AMC events, both verbally and visually, with company logos included on-screen in presentations.
- Full-Page Display Ad (4.25” x 7.5” inches) in the *AMC Service Directory* (part of the annual *Minnesota County Directory*).
- Recognition on the AMC website and in the AMC Annual Report with the company logo, a brief description of goods and services offered, contact information and a direct link to your company’s website.
- Up to seven (7) complimentary copies of the *Minnesota County Directory*.
- Free mailing lists from our extensive county database.
- Exclusive opportunity to a 30-minute workshop during Annual Conference held early December each year.

Elite Partnership | \$25,000 annually

Our Elite partnership provides you with unprecedented advertising and engagement opportunities. Elite partners receive all the benefits of Premier Partners but are also able to share subject matter expertise with our members. No other opportunity can position your organization to Minnesota counties more closely.

Includes all of the Premier partner benefits plus:

- Opportunities to provide content for AMC publications and conferences.
- Four complimentary registrations to attend the AMC Annual Conference, Legislative Conference and Fall Policy Conference.
- Two complimentary Level 3 booths in a Premier exhibit area at the AMC Annual Conference (includes a full-page ad and company listing/description in the conference program and free attendee lists before and after the conference).
- Subscription to AMC's email publications.
- Invitation to Minnesota Delegation events at National Association of Counties (NACo) conferences.
- Ability to request AMC to host a live zoom event with you that provides marketing content and can be used to generate leads and build brand awareness.
- We can work with you to develop a customized plan for county outreach.

Exposure. Opportunity. Access.

Only AMC's Preferred Business Partner program can connect your business with key decision-makers in all 87 Minnesota counties.