



BRAND WITH MTA



MidtierAdvocacy.com



**2026
Partnership Opportunities**



Introduction To Mid-Tier Advocacy

Mid-Tier Advocacy (MTA) is a 501(c)(3) nonprofit and the nation's leading advocacy organization dedicated to leveling the playing field for advanced small and midsize companies in the federal contracting space. Since 2010, MTA has been at the forefront of shaping opportunities by briefing Congress, engaging with federal agencies, and fostering meaningful policy discussions.



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The Business Roundtable **Exclusive Access. Proven Growth. Lasting Influence.**

Through the Business Roundtable, MTA provides a unique platform for high-value networking, forging strategic partnerships, and uncovering lucrative business opportunities. But our impact doesn't stop there. Members who actively leverage MTA's resources and relationships have successfully:

- Scaled their companies to compete for—and win—larger contracts.
- Positioned their businesses for acquisition, resulting in profitable exits.
- Expanded into new markets and strengthened their competitive advantage.
- Developed long-term growth strategies, including succession planning and leadership transition.
- Accelerated business development through direct connections to decision-makers and influencers in both government and industry.

Serving as a powerful catalyst for growth, MTA is where policy meets industry—helping companies not just navigate the federal marketplace, but thrive, innovate, and achieve transformative results.



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Our Mission : Our Purpose — Your Opportunity



MISSION

At Mid-Tier Advocacy, we believe no contractor should be overlooked because of their size.
We champion the companies that are “too big to be small and too small to be big,” giving them the voice, visibility, and influence they deserve.



PURPOSE

To break down barriers...
and open doors to opportunity.
To connect our members directly to the people and policies that shape the federal marketplace.

Through advocacy, relationships, and strategic support,
we help our members grow stronger, compete smarter, and achieve the kind of success
that transforms businesses — and the lives they touch.



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Why Partner With MTA?



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Exclusive Access & Influence

Direct connections to policymakers, decision-makers, and high-performing federal contractors through our Business Roundtable and advocacy events.



Proven Business Impact

Members have scaled their companies, expanded into new markets, positioned for acquisition, and strengthened succession plans.



Champion of the Mid-Tier

The only advocacy organization dedicated to companies "too big to be small and too small to be big," ensuring your support drives real change in a critical sector of the federal marketplace.



Target Audience



Database Size of 12K+

- GOVCON Midsize Companies
- Employee Size – 100 to 1500

Our events are promoted via Newsletter, Press Release, Industry Periodicals, Social Media, and Word of Mouth



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Partnership Opportunities

Partnering with Mid-Tier Advocacy means more than just visibility — it's influence in action. Through signature events like the **GovCon Summit**, **CEO Breakfast Roundtable**, **Lunch & Learn Webinars**, and **Government Agency Live Briefings**, our sponsors gain direct access to industry leaders, policymakers, and decision-makers. Each opportunity is designed to elevate your brand, expand your network, and position you at the center of conversations that shape the future of federal contracting.



GOVCON
SUMMIT



CEO BREAKFAST
ROUNDTABLE



LUNCH AND LEARN
WEBINARS



GOVT AGENCY
LIVE BRIEFINGS

*Your partnership fuels policy influence,
business growth, and industry transformation.*



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Choose Your **Level of Influence**

1

PLATINUM SERVICE PROVIDER

Pinnacle access, unrivaled influence, and premier recognition across MTA events and advocacy efforts.

2

GOLD SERVICE PROVIDER

Elite visibility and direct engagement with policymakers, industry leaders, and decision-makers.

3

MTA CORPORATE MEMBER CIRCLE

Strong brand presence, targeted networking, and valuable connections that drive growth.

4

NON-PROFIT | MEDIA

Essential visibility and meaningful participation in shaping the midsize contracting landscape.



CEO BREAKFAST ROUNDTABLE



**Platinum
Service
Provider**
\$1,500

- Logo Feature on PowerPoint
- Logo on Event Collateral
- Logo Feature on Event Signage
- Exhibitor Table
- 15 Minute Presentation

**Gold
Service
Provider**
\$1,000

- Logo Feature on PowerPoint
- Logo on Event Collateral
- Logo Feature on Event Signage
- Exhibitor Table

**MTA Corporate
Member
Circle**
\$500

- Logo Feature on PowerPoint
- Logo on Event Collateral
- Logo Feature on Event Signage



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LUNCH & LEARN WEBINAR



**Gold
Service
Provider
\$500**

**MTA Corporate
Member
Circle
\$250**

- Logo Feature on PowerPoint
- Logo on Event Collateral
- 5 Minute Presentation

- Logo Feature on PowerPoint
- Logo on Event Collateral



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GOVT AGENCY **LIVE BRIEFING**



UNDERWRITING OPPORTUNITY AVAILABLE

For more information
contact MTA at
Tonya@MidtierAdvocacy.org
or call 202-421-5100.



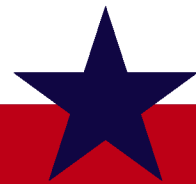
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SAVE THE DATE!



GOVCON CEO SUMMIT



SEPTEMBER 9TH, 2026

ARMY NAVY COUNTRY CLUB
1700 Army Navy Dr,
Arlington, VA 22202

*Please Note: September 10th @
Capitol Hill*



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GOVCON CEO SUMMIT



Platinum Service Provider

\$7,000

- Logo Feature on PowerPoint
- Logo on Event Collateral
- Logo Feature on Event Signage
- Title Sponsorship and Presentation
- 5 minute Capability – During Introduction
- Title Sponsor for Fast Growth Award Reception | Presenter
- 2 Registrations
- 3 Award Reception Tickets
- 1 Item in Swag Bag

Availability: 1

Gold Service Provider

\$3,500

- Logo Feature on PowerPoint
- Logo on Event Collateral
- Logo Feature on Event Signage
- Introductory Remarks Mention
- 1 Registration
- 2 Award Reception Tickets
- 1 Item in Swag Bag

Availability: 4

MTA Corporate Member Circle

\$1,000

- Logo Feature on PowerPoint
- Logo on Event Collateral
- Logo Feature on Event Signage
- 1 Registration for CEO
- 1 Award Reception Ticket
- 1 Item in Swag Bag

Availability: 50

Media & Non-Profit Partners

Complimentary

- Non-Profit Partners must promote event
- Logo on Event Collateral
- Logo Feature on Event Signage
- Media – Standing Room Only

Availability: Limited



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**SWAG IT
Underwriter
\$500**



Your brand, in every attendee's bag.

1 Award Reception Ticket plus...

Place your promotional item, brochure, or gift directly in the official conference swag bag – ensuring every participant leaves with your brand in hand.

Your time is valued.
Thank you for your
consideration.



We Welcome A Conversation



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