



# SPONSORSHIP & ADVERTISING FORM

## MML WEEKEND SPONSORSHIPS

- WEEKEND SPONSOR \$300** \$ \_\_\_\_\_
  - Full page color program ad included
  - Guest Room Advertising included
  - Logo on posters, postcard, advertising
  - Logo on main weekend sponsors banner
  - Banners prominently displayed at the event
  - Listing as a Weekend Sponsor in the official program
  - Listing as a Weekend Sponsor on website
  - Rotating banner ad on website (1230 x 451 pixels)
  - Logo on website as a Weekend Sponsor
- VICTORY PARTY SPONSOR \$200** \$ \_\_\_\_\_
  - (2 available, subject to availability)
  - Signage at the event and mention by emcee
  - Mention in official program
  - Logo on website
- WEEKEND MEALS SPONSOR \$125** \$ \_\_\_\_\_
  - (2 available, subject to availability)
  - Signage at the event
  - Mention in the official program
  - Logo on website
- WEEKEND BADGE SPONSOR \$125** \$ **SOLD**
  - (1 available, subject to availability)
  - Your ad on the back of the weekend passes
  - Mention in the official program
  - Artwork: 3.25"w x 4.25"t (Safe area 2.75"w x 3.75"t)

## PROGRAM ADVERTISING - FULL COLOR

- OUTSIDE BACK COVER \$250** \$ \_\_\_\_\_
  - Premium Placement (subject to availability)
  - Non bleed: 5"w x 8"t
  - Full Bleed: 5.75"w x 8.75" (include .375" safe margin)
- CENTER SPREAD \$300** \$ \_\_\_\_\_
  - Premium Placement (subject to availability)
  - Non bleed: 10.5"w x 8"t
  - Full Bleed: 11.25"w x 8.75" (include .375" safe margin)
- INSIDE FRONT / BACK COVER \$100** \$ \_\_\_\_\_
  - Premium Placement (subject to availability)
  - Non bleed: 5"w x 8"t
  - Full Bleed: 5.75"w x 8.75" (include .375" safe margin)
- REGULAR FULL PAGE \$75** \$ \_\_\_\_\_
  - Non bleed: 5"w x 8"t
  - Full Bleed: 5.75"w x 8.75" (include .375" safe margin)
- REGULAR HALF PAGE \$55** \$ \_\_\_\_\_
  - Ad Size: 5"w x 3.75"t

### AD DEADLINE: SEPTEMBER 1

We accept TIF, JPEG, PDF formats at 300 dpi.  
E-mail artwork to: calvin@mmlweekend.com

## GUEST ROOM ADVERTISING

- \$20 EACH INSERTION** \$ \_\_\_\_\_
  - Have your postcard or product sample placed in each guest's room and in the main bar.

### DEADLINE: SEPTEMBER 15

**SHIP TO:** Pohler Design,  
1544 Hall Street SE, Grand Rapids, MI 49506

**TOTAL \$** \_\_\_\_\_

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Please make check/money order to: **Mr. Michigan Leather** | Mail payment to: **PO Box 6952, Grand Rapids, MI 49516**  
If you have any questions or concerns, please contact Bryon at (734) 260-2388, or via email at bryon@mmlweekend.com  
**www.MMLweekend.com**