



# 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

☐ **WEEKEND MEALS SPONSOR \$150** \$ \_\_\_\_\_

(4 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"h (Safe area 2.75"w x 3.75"h)

☐ **AFTER HOURS SPONSOR \$125** \$ \_\_\_\_\_

(2 available, subject to availability)

- Signage at the event
- Mention in the official program
- Logo on website

## PROGRAM ADVERTISING - FULL COLOR

☐ **OUTSIDE BACK COVER \$250** \$ **SOLD**

- Premium Placement (subject to availability)
- Non bleed: 5"w x 8"h
- 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"h
- 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"h
- Full Bleed: 5.75"w x 8.75" (include .375" safe margin)

☐ **REGULAR FULL PAGE \$75** \$ \_\_\_\_\_

- Non bleed: 5"w x 8"h
- Full Bleed: 5.75"w x 8.75" (include .375" safe margin)

☐ **REGULAR HALF PAGE \$55** \$ \_\_\_\_\_

- Ad Size: 5"w x 3.75"h

### AD DEADLINE: SEPTEMBER 1

We accept TIF, JPEG, PDF formats at 300 dpi.

E-mail artwork to: [calvin@mmlweekend.com](mailto: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](mailto:bryon@mmlweekend.com)

**[www.MMLweekend.com](http://www.MMLweekend.com)**