



# SPONSORSHIP & ADVERTISING FORM

## MML WEEKEND SPONSORSHIPS

**WEEKEND SPONSORS \$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 FOOD SPONSORS \$150** \$ \_\_\_\_\_

- Signage at both breakfasts and cookout.
- Mention in the official program
- Logo on website

**WEEKEND BADGE SPONSOR \$200** \$ \_\_\_\_\_  
(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)

**"BACK ROOM" AFTER HOURS SPONSORS \$125** \$ \_\_\_\_\_

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

## 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)

### 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: **1544 Hall Street SE, Grand Rapids, MI 49506**  
If you have any questions or concerns, please contact Bryon at (734) 260-2388, or via email at bryon@mmlweekend.com

**www.MMLweekend.com**