



## Mr. Michigan Leather Weekend SPONSORSHIP & ADVERTISING FORM

### MML WEEKEND SPONSORSHIPS

- ☐ **WEEKEND SPONSOR \$300**
- 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)
  - Multiple mentions throughout the weekend by emcee
  - Full page color program ad
  - Logo on website as a Weekend Sponsor
  - Marketing Materials (postcards) placed in all hotel rooms
- ☐ **VICTORY PARTY SPONSOR \$200** (2 available)
- Signage at the event and mention by emcee
  - Mention in official program
  - Logo on website
- ☐ **WEEKEND MEALS SPONSOR \$125** (2 available)
- Signage at the event
  - Mention in the official program
  - Logo on website
- ☐ **WEEKEND BADGE SPONSOR \$125**  
(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 OR 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](mailto:calvin@mmlweekend.com)

- ☐ **GUEST ROOM ADVERTISING \$20 EACH**  
Have your postcard or product sample placed in each guest's room and in the main bar.  
**SHIP TO:** Pohler Design, 1544 Hall Street SE,  
Grand Rapids, MI 49506  
**DEADLINE:** September 15

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)**