



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

- 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

www.MMLweekend.com