



# 2018 Sponsorship Opportunities

## Fire & Ice Show | May 9, 2018

### US Bank Stadium, Minneapolis, Minnesota

Registration form is on page 2

#### CHAMPION SHOW SPONSOR - \$500 (Exclusive Sponsor)

- Exclusive rights to the TV monitors placed in the concourse/show floor (ad specs to be announced).
- Exclusive rights to one side panel on the show entrance unit for the company's logo as a Champion Sponsor.
- Logo on the UMAPP website (show page) as a Champion Sponsor.
- 8-1/2" x 11" full-color sign at booth recognizing company as the Champion Sponsor.
- Recognition of Champion Sponsor on all printed and digital marketing materials.
- Choice of booth location from spaces available in the "premium" section (lobby area of show).
- Half-page color advertisement in the "Playbook" (show directory). Ad size: 5"W x 3.5" H (Page size: 7" x 9")
- Recognition in digital newsletter.
- Entry of two products free of charge into the Product Pavilion (a \$200 value).
- Exclusive product on distributor registration tables with an 8-1/2" x 11" sign noting Champion Sponsorship (item must be approved in advance to avoid duplication).

#### TOUCHDOWN SHOW SPONSOR - \$300 (Multiple Sponsorships Available)

- Logo on the UMAPP website (show page) as a Touchdown Sponsor.
- 8-1/2" x 11" full-color sign at booth recognizing company as the Touchdown Sponsor.
- Logo included on the side panel of the show entrance unit.
- Recognition of Touchdown Sponsors on all printed and digital marketing materials.
- Logo in "Playbook" (show directory) as a Touchdown Sponsor.
- Recognition in the digital newsletter.
- Entry of one product free of charge into the Product Pavilion (a \$100 value).

#### END ZONE PRODUCT SPONSORS - \$100 Plus Product (Multiple Sponsorships Available)

- Exclusive product at registration tables (400 quantity).
  - Logo in "Playbook" (show directory) as a Product Sponsor, as well as on a side panel of the show entrance unit.
  - Recognition in the digital newsletter.
  - Logo included on a side panel of the show entrance unit.
- Pen Sponsor
  - SOLD | Notebook Sponsor – Castelli
  - Hand Sanitizer Sponsor
  - Item of your choice (must be approved in advance to avoid duplications) – 2 spots available

#### TAILGATE PARTY SPONSORS (Reception the evening before the show)

- **Photo booth sponsor** - \$250 (two available). Company name is printed at the bottom of pictures.
- **Media Sponsor** - \$350 (one available). Company name/logo included in the event marketing video, Facebook event page and on all printed and digital marketing materials.
- **Food/beverage sponsor** - \$350 (1 available). 8-1/2" x 11" color sign with logo at event, plus logo on all printed and digital marketing materials.
- **Slideshow** - \$50. Receive company name/logo on the slideshow during the event.

All sponsors receive a presence in the slideshow at the event (specs for slides to be announced).

Continued next page

**2018 Sponsorship Opportunities - Continued**  
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**TRAINING CAMP - PROFESSIONAL DEVELOPMENT SPONSOR - \$150 (Multiple Available)**

- Headliner for this event is Maureen Bausch, CEO of the Super Bowl Host Committee.
- Sign at event noting the Training Camp Sponsorship.
- Recognition on all printed and digital marketing materials.
- Logo included on side panel of show entrance unit.
- Logo in “Playbook” (show directory) as a Training Camp Sponsor.
- Recognition in digital newsletter.

*Registration*

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Show Sponsors:**

\_\_\_\_\_ Champion Show Sponsor - \$500 (1 available)

\_\_\_\_\_ Touchdown Show Sponsor - \$300 (multiple available)

\_\_\_\_\_ End Zone Product Sponsor (\$100 plus 400 quantity)

\_\_\_\_\_ Pen Sponsor

\_\_\_\_\_ Hand Sanitizer Sponsor

\_\_\_\_\_ Product of your choosing – Limited to 2 spots (item must be approved in advance to avoid duplication)

Product Description: \_\_\_\_\_

SOLD Notebook Sponsor – Castelli

**Tailgate Party Sponsor**

\_\_\_\_\_ Photo Booth Sponsor - \$250 (2 available)

\_\_\_\_\_ Media Sponsor - \$350 (1 available)

\_\_\_\_\_ Food/beverage sponsor - \$350 (1 available)

\_\_\_\_\_ Slideshow only - \$50 (multiple)

**Training Camp Sponsors:**

\_\_\_\_\_ Training Camp Sponsor (\$150 (multiple sponsorships available)

**An invoice will be sent to the contact person upon receipt of this form.** Return this form via email or USPS to:  
[UMAPP.sue@comcast.net](mailto:UMAPP.sue@comcast.net) | UMAPP, 9292 Dartford Rd, Woodbury, MN 55125 Office: 651-734-9767