



# SAVE THE DATE: OCTOBER 28, 2016



**GOOD FOOD**  
*for all*  
**THE ROAD TO 2020**

## Sponsor, Exhibitor and Advertiser Opportunities Fact Sheet

**The 2016 Michigan Good Food Summit**  
**Friday, October 28, 2016**  
**Kellogg Hotel and Conference Center, East Lansing, MI**

### All Summit sponsors will receive:

- Acknowledgment in marketing, web site and on-site materials according to the sponsorship level
- Recognition on Power Point slides and signs at the Summit, according to the sponsorship level
- Complimentary Summit registrations, according to the sponsorship level

### Additional benefits are provided according to the sponsorship level:

#### **Ruby Red Apple Sponsor--\$5,000 or more**

- Web site link to their organization or company web site
- A full page color ad in the Summit program book: *The first three organizations to commit to this sponsorship level may have ads placed on one of the three cover pages of the program.*
- Organization name featured on a sign at the Summit
- Power Point slide dedicated to organization shown during breaks at the Summit
- Recognition from the podium at the Summit
- Exhibit table in prominent location
- Five complimentary Summit registrations and parking passes

#### **Emerald Bell Pepper Sponsor--\$2,500**

- Web site listing
- A half-page color ad in the Summit program book
- Organization name on a sign and slide at the Summit
- Exhibit table
- Three complimentary Summit registrations and parking passes

#### **Golden Sweet Corn Sponsor--\$1,000**

- Web site listing
- A quarter-page color ad in the Summit program book
- Organization name on a sign and slide at the Summit
- Exhibit table
- Two complimentary Summit registrations and parking passes

### **Juicy Blueberry Sponsor--\$500**

- Web site listing
- A quarter-page color ad in the Summit program book
- Organization name on a sign and slide at the Summit
- One complimentary Summit registration and parking pass

### **Trailblazer Scholarship Sponsor--\$250**

- Web site listing
- Organization name on a sign and slide at the Summit
- Includes one Summit registration and parking pass for a staff member from your organization and four additional conference registrations to be awarded as scholarships to recipients selected by the Summit planning committee

### **Supporter Scholarship Sponsor--\$150**

- Web site listing
- Organization name on a sign and slide at the Summit
- Includes one Summit registration and parking pass for a staff member from your organization and two additional conference registrations to be awarded as scholarships to recipients selected by the Summit planning committee

### **Summit Exhibitor**

You may purchase an exhibit table without sponsoring the Summit.

Two registrations for the October 28 Summit are included with exhibit tables. Ads are additional.

- For-profit rate: \$350
- Non-profit rate: \$200

### **Summit Program Ad Only:**

You may purchase an ad in the on-site Summit program book without sponsoring the Summit.

- Full page color: \$1,000
- Full page black and white: \$500
- Half-page color: \$400
- Half-page black and white: \$250
- Quarter-page color: \$200
- Quarter-page black and white: \$100

## 2016 Michigan Good Food Summit Sponsor, Exhibitor and Advertiser Commitment Form

Please return this form by **Monday, October 3, 2016** to ensure inclusion in the Summit program book.  
**Ads are due on October 3, 2016.**

### To return the form and for questions:

Diane Drago, Summit Coordinator  
c/o Diversified Management Services, LLC  
P.O. Box 7976, Ann Arbor, MI 48107  
[ddrago@dmsevents.com](mailto:ddrago@dmsevents.com)

Telephone: 734-747-2746 ♦ Fax: 734-661-1919

Organization: \_\_\_\_\_

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

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Commitment Level

☐ **YES**, our organization will sponsor the 2016 Michigan Good Food Summit as a:

☐ **Ruby Red Apple Sponsor--\$5,000 or more**

☐ **Emerald Bell Pepper Sponsor--\$2,500**

☐ **Golden Sweet Corn Sponsor--\$1,000**

☐ **Juicy Blueberry Sponsor--\$500**

☐ **Trailblazer Scholarship Sponsor--\$250**

☐ **Supporter Scholarship Sponsor--\$150**

**Note:** An exhibit table and ad are included with sponsorships.

☐ **YES**, our organization will exhibit (only) at the 2016 Michigan Good Food Summit

☐ For-profit: \$350

☐ Non-profit: \$200

☐ **YES**, our organization will **advertise only** in the 2016 Michigan Good Food Summit program at the following level:

☐ Full page color: \$1,000

☐ Full page black and white: \$500

☐ Half-page color: \$400

☐ Half-page black and white: \$250

☐ Quarter-page color: \$200

☐ Quarter-page black and white: \$100

### Payment Method

☐ A check is enclosed, made payable to Michigan State University.

☐ Credit card (Payment instructions will be provided.)

☐ Invoice our organization.