



**2020-2021  
Michigan Potatoes  
Sponsorship Program**

The 2020-2021 Sponsorship year will run July 1, 2020 - June 30, 2021  
Deadline to become a 2020-21 sponsor is June 1, 2020  
Additional advertising opportunities are available throughout the year.  
Please see media for more information.

# 2020-2021 MICHIGAN POTATOES SPONSORSHIP PROGRAM

## DIAMOND | \$4,000

- Rotating banner ad on mipotato.com site
- Full two page ad in 2021 Winter Potato Conference Program
- Banner ad placement in Weekly e-newsletter appearing a minimum of 12 times annually
- Complimentary Elite Function Sponsorship at Winter Potato Conference
- All benefits of Platinum Sponsorship (with exception of upgrades)

## PLATINUM | \$2,500

- Skyscraper ad placement on mipotato.com industry page alternating with other Platinum sponsors
- Skyscraper ad placement in Weekly E-Newsletter Update appearing a minimum of 8 times annually
- Full page ad in 2021 Winter Potato Conference Program
- Complimentary exhibit space at Winter Potato Conference
- Complimentary standard Function Sponsorship at Winter Potato Conference
- All benefits of Gold Sponsorship

## GOLD | \$1,000

- Square ad placement in Weekly Update E-Newsletter a minimum of two (2) times annually.
- Complimentary exhibit space at Montcalm Potato Field Day
- All benefits of Silver Sponsorship

## SILVER | \$500

- Recognition at all major events, including:
  - August 6, 2020 Montcalm Potato Field Day
  - August 2020 Presque Isle and Upper Peninsula Potato Field Days
  - June 18, 2020 Potato Day at the Capitol
  - January 2021 Michigan Welcome Reception at Potato Expo
  - February 8-10, 2021 Winter Potato Conference
- Recognition on sponsor page of mipotato.com industry website
- Discounted exhibitor rates for 2021 Winter Potato Conference
- Opportunity to be a 2021 Winter Potato Conference Standard Function Sponsor



# EVENT EXHIBITOR DETAILS

## MONTCALM POTATO FIELD DAY

Our goal for the Montcalm Potato Field Day from an exhibit standpoint is to provide growers with an opportunity to see first-hand equipment, tools, technologies, and products that are difficult to display at events like the Winter Potato Conference.

### Exhibitor Notes

Due to the nature of the event, there are several factors to consider as an exhibitor:

- Exhibit space will be limited to MPIC sponsors at the Gold, Platinum, or Diamond levels as of June 1, 2020 and table space in sheltered areas is limited.
- Exhibitors are encouraged to bring outdoor equipment to display and demonstrate. We will need to coordinate this with you to ensure adequate space is available.
- Exhibit space will be made available in sheltered areas; however, it will be subject to breezes and other weather conditions beyond our control.
- Access to electricity is limited. Every effort will be made to accommodate needs.
- With the event held in cooperation with Michigan State University, exhibiting products must in no way imply endorsement or recommendation for use by the University.

## WINTER POTATO CONFERENCE

February 8-10, 2021 at the Firekeepers Casino Hotel Battle Creek, MI.

Exhibit Space is 5' x 10' and includes 8' table, chairs and electric and *ONE* complimentary registration. Complimentary spaces must be reserved prior to the event.

Request for larger exhibit spaces can be coordinated at a discounted rate for the additional space. Exhibit space will include *ONE* individual registration for the Winter Potato Conference for each exhibit space from annual sponsorship.

Additional exhibitor attendees will need to register at full conference rate.

<u>Exhibitor</u>	Rate
Full Exhibitor Rate (non-sponsor)	\$650.00
Additional Space Discount	\$450.00
Silver Sponsor Rate	\$350.00
Gold Sponsor Rate	\$350.00
Platinum Sponsor Rate	Complimentary
Diamond Sponsor Rate	Complimentary

### Additional Sponsorship Opportunities

#### Speaker Gifts | \$250

Opportunity to provide gifts to speakers that are branded with your business name.  
Purchase speaker gifts that cost between \$20-\$50 (Gifts must be approved by MPIC)

#### Attendee Gifts | \$400

Opportunity to provide gifts to attendees that are branded with your business name.  
Purchase attendee gifts that cost between \$20-\$50 (Gifts must be approved by MPIC)

Please contact Camelia Webb, MPIC Business Manager, at:  
517-253-7370 or [camelia@mipotato.com](mailto:camelia@mipotato.com) for all sponsorship inquiries.

# WINTER POTATO CONFERENCE SPONSORSHIPS

## ELITE FUNCTION | \$2,000

Elite Functions are available exclusively to Diamond Level sponsors as a part of their sponsorship package. Diamond level sponsors will receive one (1) complimentary Elite Function with sponsorship. Diamond Level Sponsors will receive one complimentary Elite Function.

### FUNCTION

Conference Program

Breakfast

Luncheon

Breakfast

Awards Luncheon

### DAY

All Week

Thursday

Thursday

Friday

Friday

## STANDARD FUNCTION | \$500

Platinum Level sponsors will receive one (1) complimentary Standard Function Sponsorship as a part of their sponsorship.

### FUNCTION

Wi-Fi Internet

Conference Registration

General Session

Morning Refreshment Break

Afternoon Breakout

Afternoon Refreshment Break

General Session

MSU Potato Variety Evaluation Session

First Morning Breakout Session

Morning Refreshment Break

Second Morning Breakout Session

Third Morning Breakout Session

### DAY

All Week

All Week

Wednesday

Thursday

Thursday

Thursday

Thursday

Friday

Friday

Friday

Friday

Friday

Any remaining Standard Function Sponsorships are available to Silver or Gold sponsors at a rate of \$500/ea.

### Function Sponsorships will include:

- Recognition on mipotato.com Winter Potato Conference page
- Discounted exhibitor rate for conference
- Winter Potato Conference sponsor recognition in printed materials (signs, power-point, slide show, conference materials, and podium recognition)

*Remaining functions not sponsored by June 1, 2020 will be available for sale on an individual basis.*



# 2020-21 Sponsorship Commitment Form

Includes all events from July 1, 2020 - June 30, 2021

The Michigan Potato Industry Commission has developed a new tiered sponsorship program that provides recognition at all events throughout the year and helps you better plan your expenditures and contributions. All commitments must be received by June 1, 2020. **Return completed for to: MPIC, 3515 West Rd, STE A, East Lansing, MI 48823 or email to [info@mipotato.com](mailto:info@mipotato.com).**

## **DIAMOND | \$4,000**

Rotating banner ad on mipotato.com site, full two-page ad in 2021 Winter Potato Conference Program, banner ad placement in Weekly e-newsletter appearing a minimum of 12 times annually, complimentary Elite Function Sponsorship at Winter Potato Conference, and all benefits of Platinum Sponsorship (with exception of upgrades)

## **PLATINUM | \$2,500**

Skyscraper ad placement on mipotato.com industry page alternating with other Platinum sponsors, skyscraper ad placement in Weekly E-Newsletter Update appearing a minimum of 8 times annually, full page ad in 2021 Winter Potato Conference Program, complimentary exhibit space at Winter Potato Conference, complimentary standard Function Sponsorship at Winter Potato Conference, and all benefits of Gold Sponsorship

## **GOLD | \$1,000**

Square ad placement in Weekly Update E-Newsletter a minimum of two (2) times annually. complimentary exhibit space at Montcalm Potato Field Day and all benefits of Silver Sponsorship

## **SILVER | \$500**

Recognition at all major events, including; August 6, 2020 Montcalm Potato Field Day, August 2020 Presque Isle and Upper Peninsula Potato Field Days, June 18, 2020 Potato Day at the Capitol, January 2021 Michigan Welcome Reception at Potato Expo, and February 8-10, 2021 Winter Potato Conference.

Recognition on sponsor page of mipotato.com industry website, discounted exhibitor rates for 2021 Winter Potato Conference, and opportunity to be a 2021 Winter Potato Conference Standard Function Sponsor.

**Billing Options**- Sponsors will be invoiced once following July 1, 2020. Choose a preferred billing time.

July 1 - September 30, 2020

January 1 - March 30, 2021

## Contact Information

Company Name

Primary Contact

Address

City

State

Zip

Phone

Fax

Email

Website\*

For office use only

Date Rec'd:

Invoice #

Payment Type:

Rec'd date:

*\*A link will be created to the given website from the sponsors page of [www.mipotato.com](http://www.mipotato.com)*

## Billing Information *(If different from above)*

Contact

Address

City

State

Zip

Phone

Fax

Email

Please send W-9 with invoice

For questions or additional information, please contact us at (517) 253-7370 or [admin@mipotato.com](mailto:admin@mipotato.com).