



MICHIGAN TOURISM INVESTMENT FORUM

Sponsorship Opportunity Levels

All Forum sponsors receive recognition in relevant publicity materials, including event program, press releases, advertisements, Forum web site, etc., in addition to benefits unique to each sponsorship level as detailed below.

Platinum Sponsor (\$10,000) receives:

- ❖ Two (2) Forum registrations and \$100 discount for (up to) eight (8) additional registrants to attend the 1st Annual Michigan Tourism Investment Forum on May 26 and 27, 2004 at the Hyatt Regency Hotel – Dearborn, Michigan (\$1,400 value).
- ❖ An exhibitor booth - two options: Standard Booth consists of 8' x 8' area, burgundy covered table, 2 chairs, wastebasket • Tabletop Display consisting of a burgundy covered table, 2 chairs, wastebasket (\$500 value).
- ❖ Organization welcome letter in Forum attendee packet (\$600 value).
- ❖ A full-page advertisement in the official commemorative program (\$500 value).
- ❖ The opportunity to display brochures about sponsoring organization on Forum display tables.
- ❖ Recognition in Forum Sponsor Showcase media show.
- ❖ Recognition at Wednesday evening reception.
- ❖ Recognition in all advance publicity and articles produced.

You will receive a gift receipt from MSU for the amount of your gift less the total value of the goods and services you choose to receive. The amount of the gift can be considered tax deductible to the full extent of the law.

Gold Sponsor (\$5,000-\$9,999) receives:

- ❖ One (1) Forum registration and \$100 discount for (up to) six (6) additional registrants to attend the 1st Annual Michigan Tourism Investment Forum on May 26 and 27, 2004 at the Hyatt Regency Hotel – Dearborn, Michigan (\$900 value).
- ❖ Organization welcome letter in Forum attendee packet (\$600 value).
- ❖ Half-page advertisement in the official commemorative program (\$250 value).
- ❖ The opportunity to display brochures about sponsoring organization on Forum display tables.
- ❖ Recognition in Forum Sponsor Showcase media show.
- ❖ Recognition in all advance publicity and articles produced.

You will receive a gift receipt from MSU for the amount of your gift less the total value of the goods and services you choose to receive. The amount of the gift can be considered tax deductible to the full extent of the law.

Silver Sponsor (\$2,500-\$4,999) receives:

- ❖ \$100 discount for up to four (4) registrants to attend the 1st Annual Michigan Tourism Investment Forum on May 26 and 27, 2004 at the Hyatt Regency Hotel – Dearborn, Michigan (\$400 value).
- ❖ The opportunity to display brochures about sponsoring organization on Forum display tables.
- ❖ Recognition in Forum Sponsor Showcase media show.
- ❖ Recognition in all advance publicity and articles produced.

You will receive a gift receipt from MSU for the amount of your gift less the total value of the goods and services you choose to receive. The amount of the gift can be considered tax deductible to the full extent of the law.

Support/Underwriter (in-kind support or assistance with marketing) receives:

- ❖ Recognition in Forum Sponsor Showcase media show.
- ❖ Recognition in advance publicity and articles produced.

You will receive a gift receipt from MSU recognizing your support. The amount of the gift can be considered tax deductible to the full extent of the law.

Each Sponsor will provide the sponsorship fee, which is non-refundable after April 9, 2004. The Forum is a joint venture of the following departments at Michigan State University:



Sponsorship Confirmation

YES, I would like to be a Sponsor for the 1st Annual Michigan Tourism Investment Forum (as follows):

Platinum Sponsor (\$10,000)*
Booth preference (please check one): standard booth tabletop display none

Gold Sponsor (\$5,000-\$9,999)*

Silver Sponsor (\$2,500-\$4,999)*

Supporter/Underwriter (in-kind support, assistance with marketing, etc.)

Description of support: _____

* If you are **not** interested in all the benefits available in your package, please indicate on the line below only those items you wish to receive so that your gift receipt accurately reflects the total cash value of your sponsorship:

Payment information:

Check enclosed (payable to Michigan State University)

Please invoice me

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

Company Name (as it should be printed in Forum material):

Contact (if other than above) Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

A Forum representative will contact you regarding your corporate logo/artwork for the program (required by April 30, 2004), booth needs and company representatives/attendee list.

PLEASE FAX AGREEMENT TO:

c/o MI Tourism Investment Forum
Fax: 517-432-2296

Or mail to:
MI Tourism Investment Forum
c/o Tourism Resource Center

172 Natural Resources, East Lansing, MI 48824-1222



www.tourism.msu.edu/forum