



NEW 2020-2021 MICHIGAN POTATOES DIGITAL SPONSORSHIP PROGRAM

DIAMOND | \$4,000

- MI Potato LIVE Marquis Sponsorship
- MI Potato LIVE Webinar Sponsorship
- Rotating Banner ad placement on MPIC industry website
- Banner ad placement in weekly e-newsletter appearing a minimum of 12 times annually
- *All benefits of Platinum Sponsorship

PLATINUM | \$2,500

- MI Potato LIVE Happy Hour Lounge Sponsorship
- \$100 discount on 2021-22 sponsorship of same or higher level
- Skyscraper ad placement on MPIC industry website alternating with other Platinum sponsors
- Skyscraper ad placement in weekly e-newsletter appearing a minimum of 8 times annually
- *All benefits of Gold Sponsorship (e-newsletter update 8x vs 2x)

GOLD | \$1,000

- Discounted MI Potato LIVE webinar sponsorship
- mipotato.com resource library sponsorship
- Skyscraper ad placement in weekly e-newsletter a minimum of two (2) times annually.
- *All benefits of Silver Sponsorship

SILVER | \$500

- Recognition in registration kit cover letter, ability to provide swag item, plus literature in the registration packet mailing
- Discounted video message in weekly e-newsletter
- Recognition on sponsor page of mipotato industry website

Note:

- Webinars provide an opportunity to sponsor a one hour session, which includes an announcement at the beginning and end with graphics and the ability to choose from a list of arranged speakers and topics.
- Video sponsorship provides an opportunity to sponsor one of our prerecorded videos, or provide a pre-produced video message, a maximum of 10 minutes in length, which can include a no pressure sales opportunity.

MPIC DIGITAL SPONSORSHIP PROGRAM AT-A-GLANCE

Item	Silver \$500	Gold \$1000	Platinum \$2500	Diamond \$4000
mipotato.com Sponsor Page Recognition	✓	✓	✓	✓
Discounted e-newsletter Video	✓	✓	✓	✓
MIPotato LIVE Registration Kit Recognition and Swag Item Opportunity	✓	✓	✓	✓
Newsletter Skyscraper ad 2x Annually		✓	✓	✓
MPIC Resource Library Sponsorship		✓	✓	✓
Discounted MIPotato LIVE Webinar Sponsor		✓	✓	✓
Newsletter Skyscraper ad 8x Annually			✓	✓
MPIC Industry Website Skyscraper Ad			✓	✓
\$100 discount on 2021-22 sponsorship (same or higher level)			✓	✓
MIPotato LIVE Happy Hour Lounge Sponsor			✓	✓
MPIC Industry Website Banner Ad				✓
Newsletter Top Banner ad 12x annually				✓
MI Potato Live Free Webinar				✓
MI Potato LIVE Marquis Sponsorship				✓

Notes:

- 8x Newsletter skyscraper ads for platinum sponsorship replaces 2x skyscraper ads for gold. Ads *do not* compound.
- Webinar (\$250) and video message (\$100) discounts are 50%
- Sponsor must provide MIPotato LIVE swag item to MPIC by **November 30, 2020**