



## **MPIC SPONSORSHIP PROGRAM**

The Michigan Potato Industry Commission Sponsorship Program is a great way to get your business in front of key decision makers in the potato industry. With a number of sponsorship opportunities available, there's a sponsorship level perfect to fit your advertising budget. Your MPIC sponsorship is designed to provide lasting recognition for your business at all our industry events throughout the year plus, multiple digital advertising opportunities.

Although economic inflation has been high over the past year, MPIC is proud to offer its sponsorship packages at the same rate as last year.

The sponsorship year will run January 1, through December 31.  
Sponsorship commitments are due by December 1.

# MPIC SPONSORSHIP LEVELS

## DIAMOND | \$3,500 *\*Green text denotes sponsorship level upgrades*

- Rotating banner ad on mipotatoindustry.com website
- Full double page ad in Winter Potato Conference Program
- Banner ad placement in Industry E-newsletter appearing twelve (12) times annually
- Complimentary Diamond Function Sponsorship at Winter Potato Conference (a \$2,000 Value)
- Four (4) sponsored content opportunities in Industry E-newsletter
- Complimentary exhibit space at Winter Potato Conference
- Complimentary Montcalm Potato Field Day Exhibit Space
- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm, Presque Isle, and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- One (1) Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

## PLATINUM | \$2,500 *\*Green text denotes sponsorship level upgrades*

- Rotating square ad placement on mipotatoindustry.com
- Square ad placement in Industry E-newsletter appearing eight (8) times annually
- Full page ad in Winter Potato Conference Program
- Complimentary Standard Function Sponsorship at Winter Potato Conference (\$500 Value)
- Complimentary exhibit space at Winter Potato Conference (\$375 Value)
- Two (2) sponsored content opportunities in Industry E-newsletter
- Complimentary Montcalm Potato Field Day Exhibit Space
- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm, Presque Isle, and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- One (1) Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

## GOLD | \$1,000 *\*Green text denotes sponsorship level upgrades*

- Square ad placement in Industry E-newsletter appearing four (4) times annually
- Complimentary Montcalm Potato Field Day Exhibit Space (\$300 Value)
- Further discounted exhibitor rates for Winter Potato Conference (\$175 Value)
- One (1) sponsored content opportunity in Industry E-newsletter
- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm, Presque Isle, and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- Opportunity to be a Winter Potato Conference Standard Function Sponsor
- One (1) Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

## SILVER | \$500

- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm Potato Field Day, Presque Isle and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- Discounted exhibitor rates for Winter Potato Conference (\$125 Value) and Montcalm Field Day (\$100 Value)
- Opportunity to be a Winter Potato Conference Standard Function Sponsor
- One (1) Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

# MPIC SPONSORSHIP LEVELS AT A GLANCE

	Silver	Gold	Platinum	Diamond
Discounted WPC and Montcalm Field Day Exhibitor Rates	✓	✓	✓	✓
mipotatoindustry.com Sponsor Recognition	✓	✓	✓	✓
Recognition at all MPIC Events	✓	✓	✓	✓
Sponsor Spotlight in Industry E-newsletter	✓	✓	✓	✓
WPC Speaker First Opportunity	✓	✓	✓	✓
Montcalm Field Day Exhibit Space		✓	✓	✓
Industry E-newsletter Ads (4x)*		✓	✓	✓
Sponsored Content Opportunity (1x)*		✓	✓	✓
Complimentary WPC Exhibit Space*			✓	✓
WPC Standard Function Sponsorship			✓	✓
Winter Potato Conference Full Page Ad			✓	✓
Industry E-newsletter Ads (8x)*			✓	✓
Industry Website Square Ad			✓	✓
Sponsored Content Opportunity (2x)*			✓	✓
WPC Diamond Function Sponsorship*				✓
Industry E-newsletter Ads (12x)*				✓
WPC Double Page Ad*				✓
Industry Website Banner Ad*				✓
Sponsored Content Opportunity (4x)*				✓

\*Denotes sponsorship level upgrade.

Examples: Industry Website Banner Ad REPLACES Industry Website Square Ad & 8x ad replaces 4x ad.

Function sponsorships are assigned on a first come first serve basis.

# 2024 WINTER POTATO CONFERENCE EXHIBITOR OPPORTUNITIES

January 31-February 1, 2024, Kellogg Hotel & Conference Center, East Lansing

- Exhibit spaces are 5' x 10' and include an 8' table and two (2) chairs.
- Electricity is available for an additional charge.
- Diamond and Platinum sponsors receive one (1) complimentary registration with each booth space.
- Complimentary booth spaces must be reserved prior to the event and will be honored on a first-come, first-serve basis.
- Additional exhibitor attendees will need to register at the full conference rate.
- Additional exhibit spaces can be purchased at a discounted rate.

<u>Exhibitor</u>	<u>Rate</u>
Diamond Sponsor Rate	Complimentary (\$375 value)
Platinum Sponsor Rate	Complimentary (\$375 value)
Gold Sponsor Rate	\$200.00 (\$175 value)
Silver Sponsor Rate	\$250.00 (\$125 value)
Additional Booth Space	\$225.00 (\$150 discount)
Full Exhibitor Rate (non-sponsor)	\$375.00

## WPC Function Sponsorships

There are a variety of function sponsorships available for the 2024 Winter Potato Conference.

Diamond Functions are available **exclusively** to Diamond level sponsors as a part of their sponsorship package. Diamond function sponsorship value is \$2,000.

Platinum Level sponsors will receive a complimentary **Standard Function Sponsorship** as a part of their package.

The remaining Standard Function Sponsorships as of December 1, 2023 are available to any **Silver** or **Gold** sponsors at a rate of \$500.

## Winter Potato Conference Speakers

Previous and current year sponsors are the first to receive the call for speakers for Winter Potato Conference. The call for speakers goes out in September of each year and sponsors are the first to be able to submit applications to be a breakout session presenter. Presentations must not be a commercial for products or services but can contain contact information for the company or speaker at the end of the presentation. After all call-for-speaker applications are received and vetted, the call-for-speakers for non-sponsors will go out in October.

2024 WPC Function Sponsorships		
Function	Day	Level
Wi-Fi Internet	All Week	Standard
Conference Registration	All Week	Standard
Conference Program	All Week	Diamond
General Session: Morning	Wednesday	Standard
Breakfast	Wednesday	Diamond
Morning Refreshment Break	Wednesday	Standard
Breakout Session	Wednesday	Standard
Luncheon	Wednesday	Diamond
Conference Tour Bus	Wednesday	Standard
Conference Tour Refreshment	Wednesday	Standard
General Session: Afternoon	Wednesday	Standard
Breakfast	Thursday	Diamond
General Session	Thursday	Standard
Breakout Session	Thursday	Standard
Morning Refreshment Break	Thursday	Standard
Luncheon	Thursday	Diamond



## MONTCALM POTATO FIELD DAY

The goal for the Montcalm Potato Field Day exhibits 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.

### Sponsorship Opportunities:

- **Lunch sponsorship - \$550**

Sponsorship includes: Table tents with company logo on each lunch table; 2 minutes at the podium at lunch; thank you mention in our opening comments and closing lunch comments.

- **Tables and chairs sponsorship - \$350**

Sponsorship includes: Company signage at front of event/foodline; thank you mention in our opening comments and closing lunch comments.

- **People mover sponsorship - \$250**

Sponsorship includes: Company signage in each of the four people movers announcing sponsorship; thank you mention in our opening comments and closing lunch comments.

- **Hydration Station sponsorship - \$150**

Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.

- **Morning refreshments sponsorship - \$150**

Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.

### Exhibitor Notes:

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

- 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 (MSU), exhibiting products must in no way imply endorsement or recommendation for use by MSU.



## **NEW SUMMIT – ROOTED IN PROGRESS: ENVISIONING THE FUTURE OF MICHIGAN’S POTATO INDUSTRY**

With the ever-changing environment in which research and education operates, it has become increasingly important that the Michigan Potato Industry partners gather to identify a shared vision of the future toward which to aim. The goal of this new summit will be to develop a series of options for the future and agree on a plan of action to be implemented by MPIC. The summit will allow all stakeholders to provide input into the decision-making process to reach a preferred future vision. MPIC will kick off the summit with a historical perspective from past Executive Director Ben Kudwa as a facilitator guides the group through a participative process that empowers individuals and the whole group to express their opinions in building a stronger potato industry in Michigan. **Rooted in Progress: Envisioning the Future of Michigan’s Potato Industry** is scheduled for Tuesday through Thursday, June 18-20, 2024, at Crystal Mountain resort in Benzie County, Michigan.

### **Sponsorship Opportunities:**

- **Meeting Room Sponsor (Entire Event) - \$500**  
Sponsorship includes: Signage in meeting room; thank you mention in comments.
- **Tuesday Evening Opening Reception - \$400**  
Sponsorship includes: Company signage at front of event/foodline; thank you mention in comments.
- **Wednesday Evening Reception - \$400**  
Sponsorship includes: Company signage in room; thank you mention in comments.
- **Breakfast (2 available) - \$200**  
Sponsorship includes: Company signage at front of event/foodline; thank you mention in comments.
- **Wednesday Luncheon - \$300**  
Sponsorship includes: Company signage at front of event/foodline; thank you mention in comments.
- **Wednesday Dinner - \$500**  
Sponsorship includes: Company signage at front of event/foodline; thank you mention in comments.
- **Wednesday Campfire with S’Mores Afterglow - \$350**  
Sponsorship includes: Company signage at Wednesday dinner; thank you mention in comments.
- **Wednesday Evening Alpine Slide - \$300**  
Sponsorship includes: Company signage at Wednesday dinner; thank you mention in comments.

## **INDUSTRY E-NEWSLETTER SPONSORED CONTENT**

Sponsored content is an effective way to highlight your company’s expertise in a unique and informative way. Prior to your scheduled publish date, we will request your 200-300 word article to host on our website. Then, an approximately 50-word teaser paragraph will run in the newsletter directing readers to the published article at [mipotatoindustry.com](http://mipotatoindustry.com). Please note, sponsored content is NOT a hard sales pitch, it is to inform and educate our readers on a topic your company specializes in and have extensive knowledge to share. Contact information is encouraged for readers to follow up with questions. Sponsored content is available to Gold (1x), Platinum (2x), and Diamond (4x) sponsors only.

## **INDUSTRY E-NEWSLETTER SPONSOR SPOTLIGHT**

A Sponsor Spotlight in our Industry E-newsletter is a 50-word paragraph, company logo, and link to your website to highlight your organization. Each sponsor will receive one (1x) Sponsor Spotlight, regardless of sponsorship level.

# DIGITAL ADVERTISING

## MIPOTATOINDUSTRY.COM WEBSITE

The Michigan Potato Industry Commission website features a great opportunity to showcase your business to thousands of key audience members. Your mipotatoindustry.com ad will rotate each pageload, giving you the chance to be seen over 7,000 times a year!



## MPIC INDUSTRY E-NEWSLETTER



Another key digital opportunity for our Diamond, Platinum, and Gold sponsors is to be featured in the MPIC Industry E-newsletter. The newsletter is a key part of MPIC communications and is delivered to over 900 decision makers in the industry with your ad prominently displayed just below the lead story. This placement is one of our most popular offerings!

# 2024 MPIC SPONSORSHIP COMMITMENT FORM

The Sponsorship year will run January 1 - December 31  
Sponsorship commitments are due by December 1 prior to sponsor year

Select One:

## DIAMOND | \$3,500

Select 1st and 2nd choice for complimentary Winter Potato Conference Diamond function (please number):

- Conference Program
- Wednesday Breakfast
- Wednesday Luncheon
- Thursday Breakfast
- Thursday Luncheon

## PLATINUM | \$2,500

Please number your preferred choices for complimentary Winter Potato Conference Standard function (please number):

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> WiFi                           | <input type="checkbox"/> Wednesday Bus Refreshment           | <input type="checkbox"/> Thursday Breakout Session     |
| <input type="checkbox"/> Conference Registration        | <input type="checkbox"/> Wednesday Breakout Session          | <input type="checkbox"/> Thursday Morning Refreshments |
| <input type="checkbox"/> Wednesday Morning Refreshments | <input type="checkbox"/> Wednesday Morning General Session   | <input type="checkbox"/> Thursday General Session      |
| <input type="checkbox"/> Wednesday Tour Bus             | <input type="checkbox"/> Wednesday Afternoon General Session |  |

## GOLD | \$1,000

Do you want to purchase a Winter Potato Conference Standard function sponsorship?

Yes (Add \$500)

If yes, please number your preferred choices for complimentary Winter Potato Conference Standard function (please number):

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> WiFi                           | <input type="checkbox"/> Wednesday Bus Refreshment           | <input type="checkbox"/> Thursday Breakout Session     |
| <input type="checkbox"/> Conference Registration        | <input type="checkbox"/> Wednesday Breakout Session          | <input type="checkbox"/> Thursday Morning Refreshments |
| <input type="checkbox"/> Wednesday Morning Refreshments | <input type="checkbox"/> Wednesday Morning General Session   | <input type="checkbox"/> Thursday General Session      |
| <input type="checkbox"/> Wednesday Tour Bus             | <input type="checkbox"/> Wednesday Afternoon General Session |  |

## SILVER | \$500

Do you want to purchase a Winter Potato Conference Standard function sponsorship?

Yes (Add \$500)

If yes, please number your preferred choices for complimentary Winter Potato Conference Standard function (please number):

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> WiFi                           | <input type="checkbox"/> Wednesday Bus Refreshment           | <input type="checkbox"/> Thursday Breakout Session     |
| <input type="checkbox"/> Conference Registration        | <input type="checkbox"/> Wednesday Breakout Session          | <input type="checkbox"/> Thursday Morning Refreshments |
| <input type="checkbox"/> Wednesday Morning Refreshments | <input type="checkbox"/> Wednesday Morning General Session   | <input type="checkbox"/> Thursday General Session      |
| <input type="checkbox"/> Wednesday Tour Bus             | <input type="checkbox"/> Wednesday Afternoon General Session |  |

Do you want to purchase a Montcalm Field Day booth?

Yes (Add \$200)

See Next Page for More Opportunities



## ADDITIONAL WINTER POTATO CONFERENCE OPPORTUNITIES

Wednesday Night Reception Open Bar?

Yes (Add \$300)


Wednesday Night Reception Sparty Visit?

Yes (Add \$500)

**Conference Logowear?**

Yes (Add \$4,000)

Your company's logo is embroidered onto the sleeve of these lightweight microfleece jackets, which will be distributed to Winter Potato Conference attendees.



## ADDITIONAL MONTCALM FIELD DAY OPPORTUNITIES

Montcalm Field Day lunch sponsorship?

Yes (Add \$550)

Montcalm Field Day tables and chairs?

Yes (Add \$350)

Montcalm Field Day people mover Sponsorship?

Yes (Add \$250)

Montcalm Field Day hydration station sponsorship?

Yes (Add \$150)

Montcalm Field Day morning refreshments sponsorship?

Yes (Add \$150)

## ADDITIONAL "ROOTED IN PROGRESS: ENVISIONING THE FUTURE OF MICHIGAN'S POTATO INDUSTRY" OPPORTUNITIES

Meeting Room Sponsor (entire event)?

Yes (Add \$500)

Tuesday night opening reception?

Yes (Add \$400)

Wednesday or Thursday breakfast?

Yes (Add \$200)

Wednesday evening reception?

Yes (Add \$400)

Campfire with s'mores afterglow?

Yes (Add \$350)

Wednesday luncheon?

Yes (Add \$300)

Wednesday dinner?

Yes (Add \$500)

Wednesday evening alpine slide?

Yes (Add \$300)

**TOTAL \$** \_\_\_\_\_

# 2024 MPIC SPONSOR INFORMATION

**Billing Option (Select one)**

December 2023  January 2024

Immediately upon receipt

Checks and credit cards accepted.  
Credit cards subject to 3% processing fee.

**TOTAL \$** \_\_\_\_\_

**Contact Information**

Primary Contact Name \_\_\_\_\_ Address \_\_\_\_\_

Company \_\_\_\_\_ State/Zip \_\_\_\_\_

City \_\_\_\_\_ Fax # \_\_\_\_\_

Website \_\_\_\_\_ Phone \_\_\_\_\_

Additional Contact \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_ Email \_\_\_\_\_

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

Contact \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax # \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_