



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 prior to sponsor year.

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 (\$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 (\$650 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 (\$350 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 (\$300 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.

2025 WINTER POTATO CONFERENCE EXHIBITOR OPPORTUNITIES

January 29-30, 2025 • Sheraton Grand Rapids Airport Hotel

- 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 (\$650 value)
Platinum Sponsor Rate	Complimentary (\$650 value)
Gold Sponsor Rate	\$300.00 (\$350 discount)
Silver Sponsor Rate	\$350.00 (\$300 discount)
Additional Booth Space	\$450.00 (\$200 discount)
Full Exhibitor Rate (non-sponsor)	\$650.00

2025 WPC Function Sponsorships		
Function	Day	Level
Wi-Fi Internet	All Week	Diamond
Conference Registration	All Week	Diamond
Conference Program	All Week	Diamond
General Session: Morning	Wednesday	Standard
Breakfast	Wednesday	Standard
Morning Breakout Session	Wednesday	Standard
Morning Refreshment Break	Wednesday	Standard
Luncheon	Wednesday	Diamond
Afternoon Breakout Session	Wednesday	Standard
Afternoon Refreshment Break	Wednesday	Standard
General Session: Afternoon	Wednesday	Standard
Breakfast	Thursday	Standard
General Session	Thursday	Standard
Morning Breakout Session	Thursday	Standard
Morning Refreshment Break	Thursday	Standard
Luncheon	Thursday	Diamond

WPC Function Sponsorships

There are a variety of function sponsorships available for the 2025 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, 2024, 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.



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 three (3) 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.

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. 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.



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~~ **UNAVAILABLE**
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 three (3) people movers announcing sponsorship; thank you mention in our opening comments and closing lunch comments.
- ~~Hydration Station sponsorship – \$150~~ **UNAVAILABLE**
Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.
- ~~Morning refreshments sponsorship – \$150~~ **UNAVAILABLE**
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.

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 refreshment sponsorship?

☒ Yes (Add \$150)

2025 MONTCALM FIELD DAY SPONSOR INFORMATION

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 _____

For questions or additional information,
please contact Denise at (517) 974-1408, (517) 253-7370, or email admin@mipotato.com.

This form and payment can be mailed to:
Michigan Potato Industry Commission
3515 West Road, Suite A
East Lansing MI 48823

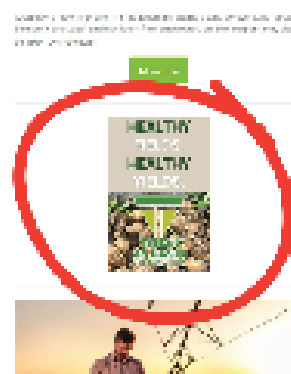
DIGITAL ADVERTISING

Below are examples of our sponsorship digital advertising opportunities. To see which opportunities are available with the different levels of sponsorship, please refer to the MPIC SPONSORSHIP LEVELS AT A GLANCE page.

DIGITAL E-NEWSLETTER AD

A clickable ad in our weekly Wednesday E-newsletter that is delivered to growers, processors, and other industry stakeholders. The link leads to your website (or another landing page of your choice).

Specs: 200 pixels wide-by-300 pixels high at 72 dpi.
Please include link to landing page.



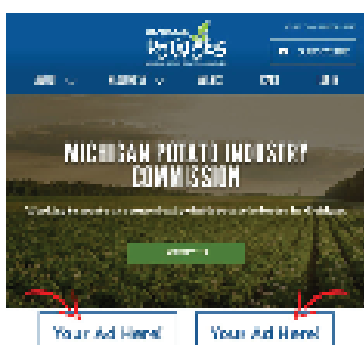
SPONSORED CONTENT ARTICLE

A topical article (up to 300 words) submitted by your company that we post on www.mipotatoindustry.com. Accompanying photos or graphics are welcome.

We will post a teaser of up to 50 words in our Wednesday E-newsletter (see far left) along with your logo and link to the article.

SPONSOR SPOTLIGHT

A brief, 50-word message of your choice along with a logo and link to your website (or other landing page of your choice) that runs in our Wednesday E-newsletter.



mipotatoindustry.com Digital Ad

A clickable banner ad on the homepage of our industry-facing website, www.mipotatoindustry.com. The link leads to your website (or another landing page of your choice).

Specs: 486 pixels wide-by-100 pixels high at 72 dpi.
Please include link to landing page.

Please email materials to marketing@mipotato.com

Thank you for your support!

2025 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):

- ☐ WiFi
- ☐ Conference Registration
- ☐ Conference Program
- ☐ Wednesday Luncheon
- ☐ Thursday Luncheon

☐ PLATINUM | \$2,500

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

- | | | |
|--|--|---|
| <input type="checkbox"/> Breakout Session | <input type="checkbox"/> Wednesday Morning General Session | <input type="checkbox"/> Thursday Breakfast |
| <input type="checkbox"/> Wednesday Breakfast | <input type="checkbox"/> Wednesday Afternoon Refreshment | <input type="checkbox"/> Thursday Morning Refreshment |
| <input type="checkbox"/> Wednesday Morning Refreshment | <input type="checkbox"/> Wednesday Afternoon General Session | <input type="checkbox"/> Thursday General Session |

☐ GOLD | \$1,000

Do you want to purchase a Winter Potato Conference Standard function sponsorship? (Choices available after December 1)

☐ Yes (Add \$500)

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

- | | | |
|--|--|---|
| <input type="checkbox"/> Breakout Session | <input type="checkbox"/> Wednesday Morning General Session | <input type="checkbox"/> Thursday Breakfast |
| <input type="checkbox"/> Wednesday Breakfast | <input type="checkbox"/> Wednesday Afternoon Refreshment | <input type="checkbox"/> Thursday Morning Refreshment |
| <input type="checkbox"/> Wednesday Morning Refreshment | <input type="checkbox"/> Wednesday Afternoon General Session | <input type="checkbox"/> Thursday General Session |

☐ SILVER | \$500

Do you want to purchase a Winter Potato Conference Standard function sponsorship? (Choices available after December 1)

☐ Yes (Add \$500)

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

- | | | |
|--|--|---|
| <input type="checkbox"/> Breakout Session | <input type="checkbox"/> Wednesday Morning General Session | <input type="checkbox"/> Thursday Breakfast |
| <input type="checkbox"/> Wednesday Breakfast | <input type="checkbox"/> Wednesday Afternoon Refreshment | <input type="checkbox"/> Thursday Morning Refreshment |
| <input type="checkbox"/> Wednesday Morning Refreshment | <input type="checkbox"/> Wednesday Afternoon General Session | <input type="checkbox"/> Thursday General Session |

Do you want to purchase a Montcalm Field Day booth?

☐ Yes (Add \$200)

ADDITIONAL WINTER POTATO CONFERENCE OPPORTUNITY

Wednesday Night Reception Open Bar?

☐ Yes (Add \$300)

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)

TOTAL \$ _____

2025 MPIC SPONSOR INFORMATION

Billing Option (Select one)

☐ December 2024 ☐ January 2025

☐ 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 _____

For questions or additional information,
email admin@mipotato.com or call 517-273-5350

This form and payment can be mailed to:
Michigan Potato Industry Commission
3515 West Road, Suite A
East Lansing MI 48823