Sponsor Application

Midwest Rail Conference – August 16, 2017

Location: Fetzer Center, WMU, 1903 W. Michigan Ave, Kalamazoo, MI 49008-5239

Sponsor Name:					
Address:					
City:		State:		Zip:	
Website:					
POC Name:		POC Title:			
POC Email:		POC Phone:			

Sponsorship Opportunities

- ☐ Breakfast - $1,000 (limit 3)
- ☐ Lunch - $2,000 (limit 2)
- ☐ Refreshment Breaks - $1,000 (limit 4)
- ☐ Opening Reception - $3,000 (limit 1)
- ☐ Closing Reception - $3,000 (limit 1)
- ■ ~~Field Trip: Little River Railroad - $1,500 (limit 1)~~
- ☐ Field Trip: Transportation - $500 (limit 2)
- ☐ Student Scholarships ($250 – unlimited) $_____
- ☐ General Sponsorship ($250 – unlimited) $_____
- ☐ **Add display table at the conference** ($500)

Promotional Items available for sponsoring

(must be received by July 15 for processing, items will have the MRC logo along with your company logo on them)

- ☐ Lanyards - $500 (limit 1)
- ☐ Flash Drives - $1,000 (limit 1)
- ☐ Registration Bags - $1,000 (limit 1)
- ☐ USB Chargers/Cables - $1,000 (limit 1)
- ☐ Notepads - $500 (limit 1)
- ☐ Other _____

Total Sponsorship Fee(s):	**$**

Sponsorship Package (based on option(s) selected above; able to select more than one)

- ☐ **Diamond Sponsorship Level** ($3,000 + above)
- ☐ **Platinum Sponsorship Level** ($2,000 - $2,999)
- ☐ **Gold Sponsorship Level** ($1,000 - $1,999)
- ☐ **Silver Sponsorship Level** ($250 - $999)

(See the following page for package details)

Sponsorship Deadlines	Cancellations
• **August 4, 2017** – sponsorship deadline for printed materials *(Sponsorships will still be accepted, however will not be in printed materials)* • Applications for **promo items** will not be accepted after **July 15th** due to processing time.	• Up to June 30th – 100% refund • July 1 – August 4th – 50% refund, minus $25 fee • After August 4th – no refunds

Signature of Authorized Representative of Sponsor _____ **Date** _____

The applicant hereby applies for sponsorship at the Midwest Rail Conference 2017 on the dates stated above. Upon acceptance by the MRC Committee, this application becomes an agreement and the Terms & Conditions attached hereto become binding. Sponsorship will be designated on a first-come, first-served basis.

Payment Information: Total Payment Amount: $_____

☐ Check enclosed — Made out to "MRC 2017"

☐ Send Invoice

☐ Credit Card* — Touchnet payment system

Please send completed applications to: Email: alkerttu@mtu.edu

Mail: MRC 2017, 1400 Townsend Drive, 318 Dillman Hall, Houghton, MI 49931

Sponsorship Packages*

Diamond Sponsorship Level ($3,000+ above)

- 3- free registrations
- 1- full page ad in sponsor brochure
- 1st tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- recognition by conference chair(s) during Welcome and PM Plenary Sessions
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Platinum Sponsorship Level ($2,000 - $2,999)

- 2- free registrations
- 1- half page ad in sponsor brochure
- 2nd tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- recognition by conference chair(s) during AM Plenary Session
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Gold Sponsorship Level ($1,000 - $1,999)

- 1- free registration
- 1- quarter page ad in sponsor brochure
- 3rd tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Silver Sponsorship Level ($250 - $999)

- Company name/logo listed in sponsor brochure
- bottom tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Add display table at the Conference for $500 (space is limited!)

- Display space includes: (1) – 6-foot table & (2) chairs
- Displays will be set up in the Atrium Lobby, central to all conference rooms and activities
- Display set up: 7:15 am (can be taken down after the social period in the evening)
- Display table selection will be based on order of payments received

After the sponsorship application and payment have been received, a registration code will be emailed to the Point of Contact (POC) for the free registration(s). Display location options will also be available for selection at that time. Based on your package selection, a request for your Ad (full page, half page or quarter page), Company Logo, and a short 50-word description of your company will be sent as well.

*Sponsorship can be tax deductible, but the tax deduction will be reduced by the cost of any individual registrations accepted.

Please contact Amanda Kerttu, Conference Coordinator, with any questions: alkerttu@mtu.edu or 906-487-2429