



# Sponsor Application

## Michigan Rail Conference – August 7-9, 2018

The Conference Center at SVSU, 7400 Bay Rd., University Center, MI 48710

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

### Sponsorship Levels

**Diamond Sponsorship Level** (\$1,500 +)

**Gold Sponsorship Level** (\$500 - \$999)

**Platinum Sponsorship Level** (\$1,000 - \$1,499)

**Silver Sponsorship Level** (\$250 - \$499)

*(See the following page for package details)*

### Sponsorship Opportunities

- |   |  |
|---|--|
| <input type="checkbox"/> Breakfast - \$1,000 (limit 2)                                      | <input type="checkbox"/> Field Trip: General Sponsor - \$250 (3 left)                |
| <input checked="" type="checkbox"/> Lunch <del>-\$1,500 (taken)</del>                       | <input type="checkbox"/> Field Trip: Transportation - \$250 (3 left)                 |
| <input type="checkbox"/> Refreshment Breaks - \$500 (limit 3)                               | <input type="checkbox"/> Student Scholarships (\$250 + ) \$_____ (limit 4)           |
| <input checked="" type="checkbox"/> Opening Reception <del>-\$1,500 (taken)</del>           | <input type="checkbox"/> General Sponsorship (\$250 + ) \$_____ (unlimited)          |
| <input type="checkbox"/> Closing Reception - \$1,000 (limit 2)                              | <input type="checkbox"/> <b>Add display table at the conference</b> (\$250) (8 left) |
| <input type="checkbox"/> Student Scholarship Golf Outing (contact Dave/Amanda for details!) |  |



### Promotional Items available for sponsoring

*(must be received by July 11 for processing, items will have the MRC logo along with your company logo on them)*

- |  |  |
|--|--|
| <input type="checkbox"/> Lanyards - \$500 (limit 1)          | <input checked="" type="checkbox"/> Pens <del>-\$250 (taken)</del>     |
| <input type="checkbox"/> Flash Drives - \$1,000 (limit 1)    | <input checked="" type="checkbox"/> Notepads <del>-\$500 (taken)</del> |
| <input type="checkbox"/> Registration Bags - \$500 (limit 1) | <input type="checkbox"/> Programs - \$500 (limit 1)                    |

**Total Sponsorship Fee(s):**

**\$**

### Sponsorship Deadlines

- **July 30, 2018** – 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 11<sup>th</sup>** due to processing time.

\_\_\_\_\_  
**Signature of Authorized Representative of Sponsor**

\_\_\_\_\_  
**Date**

The applicant hereby applies for sponsorship at the Michigan Rail Conference 2018 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

Send Invoice

Credit Card\*

Made out to "MRC 2018"  
Or "Michigan Tech"

Touchnet payment system

**Please send completed applications to:** Email: [alkerttu@mtu.edu](mailto:alkerttu@mtu.edu) Fax: (906) 487-1620 (Attn to: RTP)

**Mail:** MRC 2018, 1400 Townsend Drive, 318 Dillman Hall, Houghton, MI 49931

You can also sign-up to be a sponsor (and pay via credit card) at <http://www.rail.mtu.edu/mrc2018>

## Sponsorship Packages\*

### **Diamond Sponsorship Level (\$1,500 + above)**

- 2- free registrations
- 1- full page ad in sponsor brochure
- 1<sup>st</sup> 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 Lunch Keynote 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.

### **Platinum Sponsorship Level (\$1,000 - \$1,499)**

- 1- free registration
- 1- half page ad in sponsor brochure
- 2<sup>nd</sup> 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 (\$500 - \$999)**

- 1- quarter page ad in sponsor brochure
- 3<sup>rd</sup> 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 - \$499)**

- 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 \$250 (space is limited!)**

- Display space includes: (1) – 6-foot table & (2) chairs
- Displays will be set up central to all conference rooms and activities
- Display set up: 6:45 – 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](mailto:alkerttu@mtu.edu) or 906-487-2429

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