

# 2017 SPONSORSHIP OPPORTUNITIES

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Michigan Corn Growers Association

*Working For You*



[www.micorn.org](http://www.micorn.org)

# MICHIGAN CORN GROWERS ASSOCIATION

On behalf of our more than 1,400 members, the Michigan Corn Growers Association (MCGA) invites you to become a sponsor.

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**Your support is critical to the success of our events and we hope you will participate in 2017.**

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To sponsor our events or quarterly newsletter, fill out the enclosed form, select which events and portions you would like to participate in and return the form to the MCGA office. Unless directly stated, there can be multiple sponsors for each activity. The earlier we know about your sponsorship, the sooner we can promote it in our member mailings and publications, so please return your form today! Unless otherwise requested, an invoice for your sponsorship will be sent prior to the event. In addition, your contribution of door prizes for the golf outings is also appreciated.

To thank our sponsors for their support, each business will receive a complimentary one-year membership in the MCGA. Thank you for your commitment to the MCGA and we look forward to working with you!

## 2017-2018 EVENTS

### ■ ANNUAL MEETING

Wednesday, January 31, 2018  
Soaring Eagle Casino & Resort, Mt. Pleasant  
4:30-5:30 p.m.

### ■ CENTRAL MICHIGAN GOLF OUTING

Friday, July 28, 2017  
Centennial Acres, Sunfield  
9:00 a.m.-5:00 p.m.

### ■ THUMB AREA GOLF OUTING

Wednesday, August 9, 2017  
Verona Hills Golf Club, Bad Axe  
9:00 a.m.-5:00 p.m.

### ■ CMPM/MCGA NEWSLETTER Schedule

Spring, Summer, Fall, Winter



## MCGA ANNUAL MEETING

The MCGA Annual Meeting is the organization's annual business meeting where members network and learn about the association. The Annual Meeting showcases the year's accomplishments and plans for the upcoming year. This year's meeting will be during the Great Lakes Crop Summit.

### **EVENT – *Investment:* \$1,500 or more**

- Space provided at the entrance for company sign/banner
- Company mention during the opening remarks
- Company sign at the door and on stage
- Slide in the Annual Meeting presentation

### **FOOD & BEVERAGES – *Investment:* \$500 or more**

- Company sign displayed at the food and beverage area
- Recognition on the printed agendas
- Recognition in the Annual Meeting presentation

## MCGA CORPORATE SPONSORS



**NEW**

The MCGA is excited to offer our ag business friends a chance to be our annual partners. The goal is to highlight your role as a sponsor through annual participation and exposure to our members.

### **Our corporate sponsors will receive the following benefits in 2017:**

- Visible presence on the Michigan Corn website with a link to your business
- Visible presence in our Between the Rows Newsletters
- Free 1/4 page ad in each quarterly newsletter
- An opportunity to contribute one article annually to the newsletter
- Recognition at our Annual Meeting
- Invitation to dinner with our board members and legislators
- Invitation to our Corn Boil on the capitol lawn
- Corporate sponsorship Investment is \$3,500

# 2017 GOLF OUTING

All golf outing sponsorships include the company name in promotional materials.

*\*Contingent upon receiving sponsorship commitment before materials are printed.*

## ■ DINNER

- Company name in all promotional materials
- Company sign displayed during dinner
- One complimentary foursome in the outing
- *Investment:* **Central – \$875**  
**Thumb – \$1,200**

## ■ HOLE-IN-ONE (One Sponsorship Only)

- Company name in all promotional materials
- Two company representatives must oversee contest (Investment includes the cost of an insurance policy)
- Company mention during awards ceremony
- Includes breakfast, lunch and dinner for representatives
- Two complimentary registrations for the outing
- *Investment:* **Central – \$750**  
**Thumb – \$825**

## ■ LUNCH

- Company name in all promotional materials
- Company sign displayed at the clubhouse
- Two complimentary registrations for the outing
- *Investment:* **Central - \$575**  
**Thumb - \$750**

## ■ GOLF BALLS

- Company name in all promotional materials
- Company name or logo on golf balls
- Opportunity to have representatives hand out golf balls while greeting growers and attendees (Investment includes the cost of printed golf balls in sleeves)
- *Investment:* **Central – \$550**  
**Thumb – \$750**

## ■ MARKERS & TEES

- Company name in all promotional materials
- Company logo/name on markers and tees
- Opportunity to have representatives hand out markers and tees while greeting growers and attendees (Investment includes the cost of printed markers and tees)
- *Investment:* **Central – \$400**  
**Thumb – \$600**

# QUESTIONS?

Please contact us at:

☎ 1.888.323.6601

✉ [psweeney@micorn.org](mailto:psweeney@micorn.org)

🌐 [www.micorn.org](http://www.micorn.org)

## ■ GOLF CARTS

- Company name in all promotional materials
- Company name on cart signs
- *Investment:* **Central – \$375**  
**Thumb – \$575**

## ■ PHOTOS (One Sponsorship Only)

- Company name in all promotional materials
- Company name or logo on photo sleeves  
(Investment includes cost of pictures and printing)
- *Investment:* **Central – \$275**

## ■ HOLE SPONSORS

- Company name in all promotional materials
- Company sign at golf hole
- Opportunity to have representatives at golf hole to greet growers and attendees
- Company can run game of choice at the sponsored hole  
(Holes will be assigned on a first come, first serve basis)
- Representative can present award for game at dinner
- Includes breakfast, lunch and dinner for representatives
- *Investment:* **Central – \$225**  
**Thumb – \$300**

## ■ BREAKFAST

- Company name in all promotional materials
- Company name displayed during breakfast
- *Investment:* **Central – \$150**  
**Thumb – \$300**

## ■ NON-ALCOHOLIC BEVERAGES

- Company name in all promotional materials
- Company name on drink tickets
- *Investment:* **Central – \$125**  
**Thumb – \$225**





# NEWSLETTER

Between the Rows is the Corn Marketing Program of Michigan and the Michigan Corn Growers Association's quarterly newsletter. The spring, fall and winter editions now reach more than 14,000 farmers and industry partners accross the state and the summer issue is distributed exclusively to over 1,400 members. Our mailing list includes MCGA members, Michigan corn farmers, state and national lawmakers, agribusinesses, MSU Extension agents, USDA Farm Service Agency staff, state and national commodity organizations, media and other key industry leaders. This is an excellent opportunity to reach Michigan's corn industry.

**Sponsors have the opportunity to choose from the following advertising options:**

## ■ INSERT

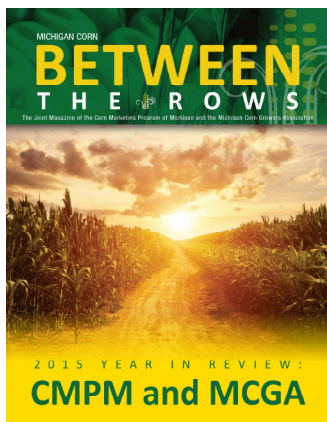
- Company insert will go out with newsletter
- Insert can be one or two-sided
- Insert can be black and white, two-color or four-color
- Company must provide artwork
- *Investment:* \$800

## ■ 1/2 PAGE ADVERTISEMENT

- 1/2 of a page advertisement, inside the newsletter
- Ad can be black and white, two-color or four-color
- *Investment:* \$600

## ■ 1/4 PAGE ADVERTISEMENT

- 1/4 of a page advertisement, inside the newsletter
- Ad can be black and white, two-color or four-color
- *Investment:* \$350



## ■ QUARTERLY ADVERTISEMENTS

- In four consecutive issues
- Ads can be black and white, two-color or four-color
- *Investments:*
  - Insert: \$2,400
  - Half-page advertisement: \$1,800
  - 1/4 page advertisement: \$1,050

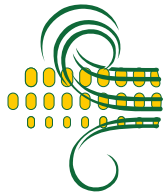
*An advertising specifications sheet is provided to sponsors.*

# *Thank You*

## TO OUR 2016 SPONSORS

- ADM Crop Risk Services
- Advance Trading Inc.
- Ag Chemicals-R-Us & Spartan Crop Insurance Agency
- The Andersons, Inc.
- BayPort State Bank
- Carbon Green BioEnergy, LLC
- CHS, Inc.
- Clancy Insurance Agency
- Corn Marketing Program of Michigan
- Conklin AgroVantage Systems
- Cooperative Elevator
- Crop Production Services
- DEKALB/ASGROW
- DTE Energy
- DuPont Pioneer
- Exchange State Bank
- Farm Bureau Insurance - Casey Jahn
- Farmers Co-Op Grain Company
- Great Lakes Crop Insurance
- Greenstone Farm Credit Services
- Janson Equipment Company
- Jorgensen Farm Elevator
- McAlvey, Merchant & Associates
- Mycogen Seeds & Dow AgroSciences
- Nachurs Alpine Solutions
- Northstar Bank
- Spartan Insurance Agency - Todd Davis
- Specialty Hybrids
- Syngenta
- The Richmond Agency
- Thumb Crop Insurance
- Thumb National Bank & Trust
- TNT Equipment
- Tri County Equipment
- Tubbs Brothers

**Without the generous support of these sponsors, our events would not be possible. We thank them for their continued commitment to the state's corn industry and the Michigan Corn Growers Association and its members.**



**Michigan Corn Growers Association**  
13750 S. Sedona Parkway, Suite 5  
Lansing, MI 48906

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# 2017 SPONSORSHIP OPPORTUNITIES INSIDE



# Michigan Corn Growers Association

## 2017 Sponsor Registration Form

Contact's Name

Company Name

Mailing Address

Business Phone

City, State, Zip Code

Business Fax

Email Address

Name to Appear As Sponsorship (if different than company)

**Please check the events and activities you wish to sponsor:**

☐ **Annual Meeting** - Wednesday, January 31, 2018 - Soaring Eagle Casino and Resort, Mt. Pleasant

☐ Event - \$1,500 or more ☐ Food & Beverage- \$500 or more

**Annual Meeting Total: \$** \_\_\_\_\_

☐ **Central Michigan Golf Outing** - Friday, July 28, 2017 - Centennial Acres, Sunfield

☐ Dinner - \$875 ☐ Hole-in-One - \$750 ☐ Lunch - \$575 ☐ Golf Balls - \$550  
☐ Markers & Tees - \$400 ☐ Golf Carts - \$375 ☐ Pictures - \$275 ☐ Hole Sponsors - \$225  
☐ Breakfast - \$150 ☐ Beverages - \$125

**Central Michigan Golf Outing Total: \$** \_\_\_\_\_

☐ **Thumb Area Golf Outing** - Wednesday, August 9, 2017 - Verona Hills, Bad Axe

☐ Dinner - \$1,200 ☐ Hole-in-One - \$825 ☐ Lunch - \$750 ☐ Golf Balls - \$750  
☐ Markers & Tees - \$600 ☐ Golf Carts - \$575 ☐ Pictures - \$400 ☐ Hole Sponsors - \$300  
☐ Breakfast - \$300 ☐ Beverages - \$225

**Thumb Area Golf Outing Total: \$** \_\_\_\_\_

☐ **Quarterly Newsletters**

Winter	Spring	Summer	Fall	Four Consecutive Issues
<input type="checkbox"/> Insert - \$800	<input type="checkbox"/> Insert - \$800	<input type="checkbox"/> Insert - \$800	<input type="checkbox"/> Insert - \$800	<input type="checkbox"/> Inserts - \$2,400
<input type="checkbox"/> Half Page - \$600	<input type="checkbox"/> Half Page - \$600	<input type="checkbox"/> Half Page - \$600	<input type="checkbox"/> Half Page - \$600	<input type="checkbox"/> Half-Page - \$1,800
<input type="checkbox"/> 1/4 Page Ad - \$350	<input type="checkbox"/> 1/4 Page Ad - \$350	<input type="checkbox"/> 1/4 Page Ad - \$350	<input type="checkbox"/> 1/4 Page Ad - \$350	<input type="checkbox"/> 1/4 Page Ad - \$1,050

**Newsletter Total: \$** \_\_\_\_\_

☐ **Corporate Sponsorship 2017**

☐ \$3,500

- Advertisement on our website
- Invitation to corn boil at the capital and a legislative dinner
- 1/4 page ad in each newsletter
- One newsletter article annually

**Total Sponsorship: \$** \_\_\_\_\_

**Payment Information**

☐ Invoice ☐ Check Enclosed ☐ Credit Card:

☐ Visa ☐ MasterCard ☐ Discover

Card #:     -     -     -

Expiration Date: \_\_\_\_ / \_\_\_\_ CCV Code: \_\_\_\_\_ Signature: \_\_\_\_\_



**Return sponsorship registration form and payment to:**

Michigan Corn Growers Association  
 13750 S. Sedona Parkway, Suite 5  
 Lansing, MI 48906

Toll Free: 888.323.6601 • Fax: 517.668.2670

Please make  
 checks payable to  
 "MCGA".