

event sponsorship agreement 2012

Wisconsin Public Television



Garden Expo 2012

February 10-12 Friday 4-9 / Saturday 9-6 / Sunday 10-4

Exhibition Hall / Alliant Energy Center / Madison

presented by Wisconsin Public Television and UW-Extension

Kristin Korevec/Special Events Manager
Wisconsin Public Television
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Madison, WI 53706

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wigardenexpo.com

sponsorship level premier level at \$5,000 associate level at \$2,500

**sponsoring business
or organization**

business/organization name

terms and conditions

When fully executed, this document will establish an agreement between Friends of Wisconsin Public Television Inc. herein after referred to as "Garden Expo" and the sponsoring business or organization referred to as "The Sponsor" in support of the 2012 Garden Expo event in Madison, Wis.

The Sponsor agrees to pay Garden Expo as indicated above.

In consideration of the payment detailed above, The Sponsor shall receive appropriate acknowledgement as a sponsor of the 2012 Garden Expo at the level indicated. Garden Expo Event Sponsorship recognition and opportunities include but may not be limited to those items outlined on the Event Sponsorship Recognition and Opportunities page.

The final decision regarding placement and/or juxtaposition of sponsor(s) shall rest with Garden Expo.

When future Garden Expos are scheduled, The Sponsor shall have the right of first refusal on continuing its sponsorship of this event.

It is understood and agreed that the entire agreement between Garden Expo and The Sponsor is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to the event sponsorship herein detailed. Any modification of this document shall be made in writing. The agreement is to be construed under the laws of the state of Wisconsin.

If this document correctly states your understanding of our agreement, please sign and date both copies, and return to Kristin Korevec (contact info above). A fully executed copy will be returned to you for your records.

sponsor agreement

I agree to pay the following for the above-specified category at Garden Expo, February 10-12, 2012.

PREMIER LEVEL at \$5,000 ASSOCIATE LEVEL at \$2,500
 payment enclosed one invoice (9/1/11) or two invoices (9/1/11 & 12/1/11)

name of authorized representative (please print)

title

signature

date

garden expo agreement

Jon Miskowski
Executive Director

Friends of Wisconsin Public Television Inc.

date

please fax or mail the signed agreement to Kristin Korevec/Special Events Manager (contact info above)



event sponsorship recognition and opportunities 2012

Premier Level at \$5,000

recognition and opportunities include:

Exhibitor Booth	Complimentary 10' x 10' standard booth with one eight foot table, two chairs, and a white fabric backdrop on metal piping (exhibitors subject to jury procedure) Second booth discount (\$75 discount) for one additional 10' x 10' standard booth with one eight foot table, two chairs, and a white fabric backdrop on metal piping
Guest Passes	Six complimentary one-day general admission passes
Education Opportunity	Three guaranteed 45-minute demonstrations (one per day) and two guaranteed 45-minute seminars (instructor provided by sponsor; topic subject to approval by Garden Expo management). Opportunity to reach up to 400 gardening enthusiasts per session in an educational setting
Event Program	Primary placement logo recognition in the Garden Expo event program, distributed with the Sunday Wisconsin State Journal before Garden Expo (127,000 circulation in South-Central Wisconsin) and on site at the event (12,000 distribution) \$500 credit toward an advertisement in the Garden Expo event program
Print	Logo recognition in paid newspaper advertisements Logo recognition on promotional bookmarks distributed to ticket vendors and libraries statewide (12,000 distribution) Text recognition in Garden Expo press releases mailed statewide Logo recognition in Airwaves, WPT's statewide program guide (53,000 circulation)
On-Site Signage	Primary placement logo recognition on event signage, including two revolving promotional kiosks, posted in key areas of the exhibition hall
Web	Primary placement logo recognition on event website (130,000 average impressions)
E-News	Logo recognition in promotional e-mails to WPT members, Wisconsin Gardener e-newsletter subscribers, and previous Garden Expo attendees (30,000 average distribution)

Associate Level at \$2,500

recognition and opportunities include:

Exhibitor Booth	Complimentary 10' x 10' standard booth with one eight foot table, two chairs, and a white fabric backdrop on metal piping (exhibitors subject to jury procedure)
Guest Passes	Four complimentary one-day general admission passes
Education Opportunity	Three guaranteed 45-minute demonstrations (one per day) and one guaranteed 45-minute seminar (instructor provided by sponsor; topic subject to approval by Garden Expo management). Opportunity to reach up to 400 gardening enthusiasts in an educational setting
Event Program	Secondary placement logo recognition in the Garden Expo event program, distributed with the Sunday Wisconsin State Journal before Garden Expo (127,000 circulation in South-Central Wisconsin) and on site at the event (12,000 distribution) \$250 credit toward an advertisement in the Garden Expo Event Program
On-Site Signage	Secondary placement logo recognition on event signage posted in key areas of the exhibition hall
Web	Secondary placement logo recognition on event website (130,000 average impressions)