



# 2020 SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP BENEFITS

	<b>Nobel</b> \$25,000	<b>Curiosity</b> \$15,000	<b>Science</b> \$10,000	<b>Exploration</b> \$7,500	<b>Innovation</b> \$5,000	<b>Creativity</b> \$2,500
Logo on front cover of program book	✓					
Speaking opportunity at a high profile event	✓	✓				
Name rights for a featured event	Custom	Custom	Custom			
Verbal recognition at keynote event	✓	✓	✓			
Social media shout-out	Custom	Custom	Custom	Custom		
Logo recognition on website home page and sponsor page with links	✓	✓	✓	✓	✓	
Logo recognition in program book	✓	✓	✓	✓	✓	
Logo recognition on newsletters	✓	✓	✓	✓	✓	
Advertisement in festival program booklet	Full Page	Full Page	Full Page	Half Page	Half Page	Quarter Page
Logo on sponsor banners displayed prominently at select festival events, including Expo Day	✓	✓	✓	✓	✓	✓
Space at Expo Zone for presentation of hands-on activity and/or at career space	Custom	Custom	Custom	Custom	Custom	Custom

*Benefits subject to change. Additional benefits may be mutually agreed upon. Pledges must be confirmed in writing by December 1, 2019 to qualify for benefits listed above. Sponsors making pledges after this date may not be eligible for all benefits.*

## SPONSORSHIP DETAILS AND DEADLINES

**Contact:** Roxanne Truhn (truhn@msu.edu) or 517-432-1451 to discuss custom packages or special arrangements by Nov. 17, 2019.

**Deadlines:** To ensure that you receive ALL benefits available to you we ask that you adhere to the following deadlines:

- Sponsorship commitment in writing by Dec. 1, 2019
- Art, logo, booth space request, and payment by Dec. 15, 2019

**Payment:**

- MSU sponsors contact Roxanne Truhn at truhn@msu.edu for payment transfers.
- Corporate sponsors, please send a check payable to “Michigan State University,” with “MSU Science Festival” indicated on notation line, to:  
Corporate and Foundation Relations  
Attn: Lawrence Wallach  
Michigan State University  
535 Chestnut Road, Room 300  
East Lansing, MI 48824

## WHY SPONSOR?

As a sponsor of the MSU Science Festival, you will help keep the festival free and accessible to all.

- Support public understanding of STEAM
- Broaden community access to STEAM
- Inspire the workforce of the future
- Gain community visibility
- Access new audiences
- Engage employees in the community
- Connect with other scientific, cultural and educational institutions

Contact us today to ensure that you are featured in the upcoming Festival. Event space is limited.

MSU Science Festival  
University Outreach and Engagement  
219 S. Harrison Road, Room 93  
East Lansing, MI 48824  
517-432-1451 | scifest@msu.edu