



SPONSORS 9/09

QUILT EXPO 2010
SEPTEMBER 9-11 | 9 A.M.-6 P.M. DAILY
EXHIBITION HALL AT THE ALLIANT ENERGY CENTER | MADISON, WISCONSIN

presented by Wisconsin Public Television and Nancy Zieman Productions

SIT & SEW WORKSHOP SPONSORSHIP AGREEMENT 2010

SPONSORING BUSINESS OR ORGANIZATION

business/organization name

LOCAL DEALER IF APPLICABLE

business/organization name

address

TERMS AND CONDITIONS

When fully executed, this document will establish an agreement between Friends of Wisconsin Public Television Inc. and Nancy Zieman Productions herein after referred to as "Quilt Expo" and the sponsoring business or organization referred to as "The Sponsor" in support of a 2010 Quilt Expo Sit & Sew Workshop in Madison, Wis.

The Quilt Expo management and The Sponsor agree to the following workshop number(s) and subject(s):

- workshop(s) entitled
workshop(s) entitled
workshop(s) entitled

The Sponsor agrees to provide Quilt Expo with the following:

- One classroom of 25 machines (24 students per workshop)
Machine shipment in and return, if necessary, and machine set-up
Sewing machine company educator, available for machine assistance for three days, for two 3-hour workshops per day
Workshop instructor available for three days for one 3-hour Sit & Sew workshop per day
Workshop content for three 3-hour Sit & Sew Workshops (Provide a description and photo of the project. Project is subject to approval by Quilt Expo management.)
Kits for three 3-hour Sit & Sew Workshops for up to 24 students per workshop. Quilt Expo will reimburse cost of kits

In consideration of the services detailed above, The Sponsor shall receive appropriate acknowledgement as a sponsor of a 2010 Quilt Expo Sit & Sew Workshop. Quilt Expo Sit & Sew Workshop Sponsorship recognition and opportunities include but may not be limited to those items outlined on the Sit & Sew Workshop Sponsorship Recognition and Opportunities page.

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

When future Quilt 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 Quilt 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 in the enclosed envelope. A fully executed copy will be returned to you for your records.

SPONSOR AGREEMENT

I agree to provide the machines, shipment, set-up, educator(s), instructor(s), workshop content and kits as detailed above in exchange for Sit & Sew Workshop Sponsorship of Quilt Expo, September 9-11, 2010.

name of authorized representative (please print)

title

signature

date

QUILT EXPO AGREEMENT

Jon Miskowski
Executive Director
Friends of Wisconsin Public Television Inc.

date

see cover sheet for contact information



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SIT & SEW WORKSHOP SPONSORSHIP RECOGNITION AND OPPORTUNITIES

recognition and opportunities include:

- Promotion Package** Logo recognition in Sit & Sew Workshops schedule in pre-event national and regional promotional materials including 50,000 direct mail **Advance Registration Guides**
- Web** Logo recognition in Sit & Sew Workshops section of **wiquiltexpo.com**
- Room Signage** Logo recognition outside and inside sponsored room for the duration of the Quilt Expo
- Vendor Booth** One **free** 10'x10' booth with standard supplies and equipment to include one eight-foot table, two chairs and gray drape on metal piping (electricity not included) \$723 value
- Workshop Credit** Text recognition of brand in all workshop listings for that classroom
- Guaranteed Workshop** One 3-hour Sit & Sew workshop per day (Project subject to approval by Quilt Expo management) \$299 value

see cover sheet for contact information