



SPONSORS 8/11

QUILT EXPO 2012
SEPTEMBER 6-8 | 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

PREMIER/ASSOCIATE LEVEL SPONSORSHIP AGREEMENT 2012

SPONSORSHIP LEVEL TWO-YEAR: 2012 and 2013
[] PREMIER LEVEL at \$10,000 [] ASSOCIATE LEVEL at \$5,000

ONE-YEAR: 2012
[] 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. 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 the 2012 Quilt Expo event in Madison, Wis. (A two-year agreement is valid for Quilt Expo 2012 and 2013.)

The Sponsor agrees to pay Quilt Expo as indicated above.

In consideration of the payment detailed above, The Sponsor shall receive appropriate acknowledgement as a sponsor of the 2012 Quilt Expo at the level indicated. Quilt Expo Sponsorship recognition and opportunities include but may not be limited to those items outlined on the 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 it to Kristin Korevec (contact info below). A fully executed copy will be returned to you for your records.

SPONSOR AGREEMENT

I agree to pay the following for a two-year sponsorship of the above-specified category at Quilt Expo, September 6-8, 2012 and September 5-7, 2013.

[] PREMIER LEVEL at \$10,000 [] ASSOCIATE LEVEL at \$5,000
[] payment enclosed [] please invoice [] one invoice (4/1/12) or [] two invoices (4/1/12 & 7/1/12)

I agree to pay the following for a one-year sponsorship of the above-specified category at Quilt Expo, September 6-8, 2012.

[] PREMIER LEVEL at \$5,000 [] ASSOCIATE LEVEL at \$2,500
[] payment enclosed [] please invoice [] one invoice (4/1/12) or [] two invoices (4/1/11 & 7/1/12)

name of authorized representative (please print)

title

signature

date

QUILT EXPO AGREEMENT

Jon Miskowski
Executive Director

Friends of Wisconsin Public Television Inc.

date

QUESTIONS

If you have any questions, please contact Kristin Korevec at 608. 262. 5256 or kristin.korevec@wpt.org



SPONSORS 8/11

SPONSORSHIP RECOGNITION AND OPPORTUNITIES 2012

PREMIER LEVEL | 2-YEAR, \$10,000 / 1-YEAR, \$5,000

recognition and opportunities include:

- Promotion Package** Logo recognition in pre-event national and regional promotional materials including 50,000 direct mail **Advance Registration Guides** and 50,000 inserts in *Nancy's Notions* order fulfillments (July-Sept.)
- \$500 off an ad placement in the Quilt Expo **Event Program** insert in the *Wisconsin State Journal* (127,000 circulation in South-Central Wisconsin)
- Text recognition in Quilt Expo press releases—regional and national
- Web** Logo recognition on home page of **wiquiltexpo.com**
- E-News** Text recognition in electronic newsletters (23,000+ circulation)
- Event Program** Logo recognition in Quilt Expo **Event Program** (insert in the Sunday *Wisconsin State Journal* - 127,000 circulation in South-Central Wisconsin in addition to 12,000 distributed at the event)
- \$500 off an ad placement in the Quilt Expo **Event Program** insert in the *Wisconsin State Journal* (12,000 distributed at the event)
- On-Site Signage** Logo recognition on event signage posted in key areas of the exhibition hall
- 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) \$797 value
- Lecture Opportunity** One guaranteed 1-hour lecture per day, instructor provided by sponsor. Opportunity to reach up to 100 quilting enthusiasts per day in the classroom setting (Lecture subject to approval by Quilt Expo management) \$199 value
- Guest Passes** Six complimentary one-day general admission passes

ASSOCIATE LEVEL | 2-YEAR, \$5,000 / 1-YEAR, \$2,500

recognition and opportunities include:

- Promotion Package** Logo recognition in pre-event national and regional promotional materials including 50,000 direct mail **Advance Registration Guide** and 50,000 inserts in *Nancy's Notions* order fulfillments (July-Sept.)
- \$250 off an ad placement in the Quilt Expo **Event Program** insert in the *Wisconsin State Journal* (127,000 circulation in South-Central Wisconsin)
- Text recognition in Quilt Expo press releases - regional and national
- Web** Logo recognition on home page of **wiquiltexpo.com**
- Event Program** Logo recognition in Quilt Expo **Event Program** (insert in the Sunday *Wisconsin State Journal* - 127,000 circulation in South-Central Wisconsin in addition to 12,000 distributed at the event)
- \$250 off an ad placement in the Quilt Expo **Event Program** insert in the *Wisconsin State Journal* (12,000 distributed at the event)
- On-Site Signage** Logo recognition on event signage posted in key areas of the exhibition hall
- 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) \$797 value
- Demo Opportunity** One guaranteed 45-minute demo per day, instructor provided by sponsor (Demo subject to approval by Quilt Expo management) \$50 value
- Guest Passes** Four complimentary one-day general admission passes

If you have any questions, please contact Kristin Korevec at 608. 262. 5256 or kristin.korevec@wpt.org