



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

QUILT EXPO STAGE SPONSORSHIP AGREEMENT 2012

SPONSORING BUSINESS OR ORGANIZATION

business/organization name

SPONSORSHIP CATEGORY

TWO-YEAR: 2012 and 2013

Elite Stage Sponsorship at \$8,000 Stage Sponsorship at \$2,400

ONE-YEAR: 2012

Elite Stage Sponsorship at \$4,000 Stage Sponsorship at \$1,200

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.)

In consideration of the payment detailed above, The Sponsor shall receive appropriate acknowledgement as a sponsor of the 2012 Quilt Expo Stage Sponsorship. Quilt Expo Stage Sponsorship recognition and opportunities include but may not be limited to those items outlined on the Quilt Expo Stage 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 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 Stage sponsorship at Quilt Expo, September 6-8, 2012 and September 5-7, 2013.

Elite Stage sponsorship at \$8,000 Stage Sponsorship at \$2,400
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 Stage sponsorship at Quilt Expo, September 6-8, 2012.

Elite Stage sponsorship at \$4,000 Stage Sponsorship at \$1,200
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



QUILT EXPO STAGE SPONSORSHIP RECOGNITION AND OPPORTUNITIES

ELITE STAGE SPONSORSHIP | 2-YEAR, \$8,000 / 1-YEAR, \$4,000

recognition and opportunities include:

- Promotion Package** Logo recognition in Stage Presentations schedule in pre-event national and regional promotional materials including 50,000 direct mail **Advance Registration Guides**
- Web** Logo recognition on homepage of **wiquiltexpo.com**
- Event Program** Logo recognition in Stage Presentations schedule 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)
- On-site Signage** Logo recognition on signage in sponsored Stage Presentations area
- Scheduling Opportunity** The sponsor is responsible for scheduling and booking up to twenty-seven 45-minute stage presentations. Presentations must relate to quilting, sewing or embroidery and are subject to approval by Quilt Expo management
- Guest Passes** Two complimentary one-day general admission passes.

STAGE SPONSORSHIP | 2-YEAR, \$2,400 / 1-YEAR, \$1,200

recognition and opportunities include:

- Promotion Package** Logo recognition in Stage Presentations schedule in pre-event national and regional promotional materials including 50,000 direct mail **Advance Registration Guides**
- Web** Logo recognition on homepage of **wiquiltexpo.com**
- Event Program** Logo recognition in Stage Presentations schedule 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)
- On-site Signage** Logo recognition on signage in sponsored Stage Presentations area
- Demo Opportunity** One guaranteed 45-minute demo per day, instructor provided by sponsor (Demo subject to approval by Quilt Expo management)
- Guest Passes** Two complimentary one-day general admission passes.

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