

# Vintage Days Sponsorship Rates and Advertising



Vintage Days 41<sup>st</sup> Celebration  
April 17<sup>th</sup>-19<sup>th</sup> 2015

## Vintage Press publication advertisement sizes

*Businesses may choose to purchase an advertisement in the Vintage Press that will be distributed to local businesses a month prior to Vintage Days. 8,000 copies will be printed and distributed.*

Size	Black & White	Full Color
<b>Full Page (8 X 10.5)</b>	\$500	\$575
<b>Half Page (4.5 X 7.5)</b>	\$350	\$400
<b>Quarter Page (4 X 3.5)</b>	\$250	\$300
<b>Business Card (2 X 3.5)</b>	\$55	\$80

## Sponsorship Levels

**Gold (Title) Sponsor** .....\$ 15,000

- Identified as Presenting/Title Sponsor to the event “ Vintage Days brought to you by...”
- Identified as Presenting/Title Sponsor on all television commercials
- Identified as Presenting/Title Sponsor on (475) 60 second radio spots aired on Cumulus Radio stations (KWYE-FM, KMGV-FM, KMJ-AM, KMJ-FM, and KSKS-FM.)
- Exclusive rights to back page of the Vintage Press publication (8,000 copies distributed.)
- Identified as Presenting/Title Sponsor in all Fresno Bee ads
- Identified as Presenting/Title Sponsor in all Collegian (Fresno State Newspaper) Vintage Days advertisements
- Identified as Presenting/Title Sponsor on Vintage Days website ([www.fresnostate.edu/vintagedays](http://www.fresnostate.edu/vintagedays))
- Prime booth placement at event (10ft x 10ft)
- Identified as Presenting/Title Sponsor on all signage located throughout the event
- Identified as Presenting/Title Sponsor on all event handbills and posters
- Identified as Presenting/Title Sponsor on all event t-shirts
- Identified as Presenting/Title Sponsor on all Vintage Days social media outlets (Facebook, Twitter, Instagram)

- Silver Sponsor** .....\$10,000
- Identified as Sponsor on (475) 60 second radio spots aired on Cumulus Radio stations (KWYE-FM, KMGV-FM, KMJ-AM, KMJ-FM, and KSKS-FM)
  - Full page advertisement in Vintage Press publication (8,000 copies distributed)
  - Identified as Sponsor on Vintage Days website with organization logo ([www.fresnostate.edu/vintagedays](http://www.fresnostate.edu/vintagedays) )
  - Identified as Sponsor on all posters
  - Identified as Sponsor on all event t-shirts
  - Identified as Sponsor on all Vintage Days social media outlets (Facebook, Twitter, Instagram)

- Bronze Sponsor** .....\$5,000
- Identified as Sponsor on Vintage Days website with organization logo ([www.fresnostate.edu/vintagedays](http://www.fresnostate.edu/vintagedays) )
  - Identified as Sponsor on all Vintage Days social media outlets (Facebook, Twitter, Instagram)
  - Quarter page advertisement in Vintage Press publication (8,000 copies distributed)
  - Identified as Sponsor on all posters
  - Identified as Sponsor on all event t-shirts

**Make checks payable to: Fresno State Vintage Days**

**DEADLINE FOR ADS: March 6, 2015**

**Email your ad in pdf, jpeg, or illustrator to: [vdaysdevelopment@gmail.com](mailto:vdaysdevelopment@gmail.com)**