



SPONSORSHIP OPPORTUNITIES

WE TAILOR EACH SPONSORSHIP TO BEST SUIT YOUR PRESENCE AT THE SHOW

SHOW AFFINITY OPTIONS

The sponsorship association with the Lansing Home & Garden Show, publicized through the media, signage, advertising or word of mouth, contributes to your corporate or brand image in the community.

PLATINUM SPONSORSHIP

Presenting Sponsor - Your Name Everywhere, All the Time

GOLD SPONSORSHIPS

Day Sponsorship | Official Product

SILVER SPONSORSHIPS

Feature Sponsor | Seminar Stage Sponsor | Celebrity Sponsor

BRONZE SPONSORSHIPS

Coupon/Ticket Sponsor | Area Sponsor

Contact Derek Lancioni or Carolyn Alt - (616) 447-2860



SPONSORSHIP PACKAGES

SPONSORSHIP	PLATINUM \$50,000	GOLD \$40,000	SILVER \$20,000	BRONZE \$10,000
Exclusive Product/Service	Yes	Yes	Feature	-
Show Program	Cover & Floorplan Logo, Highlight, Full Page Ad	Cover & Floorplan Logo, Highlight, 1/2 Page Ad	Floorplan Logo, 1/4 Page Ad	Floorplan Logo
Show Signage	Entrances, Main Halls	Entrances	Feature Area	Feature Area
Show Passes	1000	500	200	100
Exhibit Space	Premium Lobby Placement	Premium Exhibit Hall Placement	Double Booth	Single Booth
Inclusion in Advertising:				
Radio		All	Half	Half
TV		Audio Mention & Logo ID	Logo ID	-
Newsprint	**As Presenting Sponsor, your logo and audio mention will run with the Show logo & Mention in the Show's entire Ad Campaign**	Logo in Premium Location	Logo w/Feature	Logo
Posters		Logo	-	-
Billboards		-	-	-
Direct Mail		Logo	Logo	Logo
Releases	Mention	Mention	Mention	Mention
Website	Prominent Logo & Link	Logo & Link	Logo & Link	Logo & Link
PA	All Announcements	Mentions	Mentions	-