

June 1, 2018

To: Local Businesses and Community Organizations

From: Sparticulation Planning Committee
Department of Student Life
Michigan State University
101 Student Services Building
East Lansing, MI 48824

Dear Capital Area Business;

Michigan State University's Department of Student Life would like to invite you to become a sponsor and participant at the Annual Sparticulation event at MSU. Sparticulation, a combination of the words Spartan and Participation, is MSU's premier, fall engagement event. This year's event will be on Tuesday, August 28, 2018 at the Breslin Student Events Center, Munn Ice Area, Munn Field and Birch Road on MSU's campus. The event will run from 4:00 pm - 7:00 pm* with setup starting around 2:00 pm* the afternoon of August 28th.

**Times are subject to change*

Who attends?

Each year, Sparticulation attracts over 6,000 students looking to learn about their new community. As a local business, this includes you! In addition to local businesses, over 400 registered student organizations and 20 on-campus departments will be on hand. This is an outstanding opportunity to interact with the MSU community and our newest Spartans!

Interested in joining the fun?

Our sponsorship packages range from \$700-\$3,000. Each sponsor receives at least one booth (a table and two chairs) along with recognition on the event's t-shirts and program. For more information on the packages, please reference the attached sponsorship opportunity sheet.

By sponsoring Sparticulation, you will be promoting your business while supporting the mission of the Department of Student Life and the Division of Student Affairs and Services.

For additional questions or requests, please contact our office 517-355-8286 or e-mail Erik Maillard, Assistant Director of Student Life at maillar2@msu.edu.

Business Sponsorship Opportunities

Thank you for your interest in sponsoring Michigan State University's annual Sparticipation event on August 28, 2018 at the Breslin Student Events Center and Munn Ice Arena.

All sponsorship requests must be completed at the Student Life Website, studentlife.msu.edu. The registration form is easily found by visiting the site and clicking on the Sparticipation Sponsor Sign-Up Form located under the quick links. Michigan State University reserves the right deny sponsorship requests.

All sponsorship payments must be made in full by Friday, August 24.

Levels of Sponsorship for 2018

Green and White Level (\$700)

- ✓ Your company name and logo will be displayed on all advertisements and program book. Your company will have a logo displayed on all publications.
- ✓ A booth, 1 table and 2 chairs with electrical outlet/connection

Diamond Level (\$1,200) – Limited to Four Sponsors

- ✓ Your company name and logo will be displayed on all advertisements and program book. Your company will have a larger logo displayed on all publications.
- ✓ Your company will be acknowledged throughout the event by our on-site D.J.
- ✓ A corner booth with 2 tables and 4 chairs

Platinum Level (\$3,000) – Limited to Four Sponsors

- ✓ Your company name and logo will be displayed on all advertisements and program book. Your company will have the largest logo displayed on all publications.
- ✓ Your company will be acknowledged throughout the event by our on-site D.J.
- ✓ A booth, 2 tables and 4 chairs located on the main concourse at the Breslin Events Center
- ✓ Additional time will be provided to load-in and set-up
- ✓ Based on space, additional accommodations and requests may be granted

General Rules and Guidelines for Sponsors

- ✓ No raffles, Drawings Only!
- ✓ Food and Beverages must be pre-packaged. All food/beverage distribution should be noted on the registration form
- ✓ Two individuals per booth/table
- ✓ Due to space constraints, no tents, mobile showrooms, trailers, etc. (Sorry)
- ✓ Michigan State University reserves the right deny sponsorship requests
- ✓ Must adhere to all instructions provided by MSU Police, staff and administration
- ✓ No selling of goods or services
- ✓