



STATE OF MICHIGAN

DEPARTMENT OF NATURAL RESOURCES

LANSING



JENNIFER M. GRANHOLM
GOVERNOR

REBECCA A. HUMPHRIES
DIRECTOR

Sponsorship Agreement

The Michigan Department of Natural Resources is seeking a sponsor for its 2010 Michigan Fishing Guide

This document will serve as a non-cancelable sponsorship agreement to place advertisements for _____ in the 2010 Michigan Fishing Guide.

The Michigan Department of Natural Resources hereby agrees:

1. To place the sponsor's four-color bleed advertisements on Cover 2 and Cover 3, plus an additional page in both the front and back of the book that falls within the outside 16-page signature, plus the center spread (two colors only).
2. That aside from department promotions, as appeared in the 2009 Michigan Fishing Guide, no other advertiser will appear in this issue.
3. To retain sole authority to review and approve all advertisements provided by the sponsor.
4. Total circulation will be 1.3 million. All distribution will be assumed by the Michigan Department of Natural Resources in conjunction with the legally mandated purchase of fishing licenses in the state.
5. To provide timeline and mechanical requirements for all ads once the sponsorship agreement has been signed by both parties.

As exclusive sponsor for the 2010 Michigan Fishing Guide, _____ hereby agrees:

1. To pay \$ _____ to the Michigan Department of Natural Resources by April 1, 2010.

NATURAL RESOURCES COMMISSION
Keith J. Charters, Chair • Mary Brown • Hurley J. Coleman, Jr. • John Madigan • Timothy L. Nichols • J. R. Richardson • Frank Wheatlake

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Great Lakes, Great Times, Great Outdoors!

2. That the sponsor is a consistent and appropriate partner, whose company reflects core values that are consistent with those of the DNR and the state of Michigan and that its mission is compatible with the DNR and the state of Michigan.
3. To assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claim arising therefrom made against the state of Michigan.
4. Optional section. Please describe other ways in which sponsorship could be recognized throughout the guide. Final acceptance rests solely with the DNR.

Signatures

Sponsor
By: _____

Title: _____

Date: _____

DNR
By: _____

Title: _____

Date: _____