



MICHIGAN FISHING REGULATIONS SPONSORSHIP AGREEMENT

This information is requested by authority of the Michigan Department of Natural Resources.

This document will serve as an agreement to place an advertisement for _____
(Company/organization name)
for _____
(Description of product/service) in the Michigan Fishing Regulations.

The Michigan Department of Natural Resources (DNR) agrees:

1. To provide an ad in the Michigan Fishing Regulations.
2. To retain sole authority to review and approve all advertisements provided by the sponsor. Advertising for or images that show the following products and services will be prohibited: alcohol/liquor products; tobacco products; any image showing fishing/hunting/other outdoor recreation equipment or vehicle being used in an unsafe or illegal manner; political or issue advocacy; gambling, casino or lottery; religious; or materials of a sexual nature (explicit or implied).
3. Total printed circulation will be approximately 300,000 with an unlimited number of downloads from Michigan's 1.2 million anglers. All distribution will be assumed by the Department of Natural Resources in conjunction with the legally mandated purchase of fishing licenses in the state.
4. To provide timeline and mechanical requirements for all ads.

As a Fishing Guide sponsor, _____
(Company/organization name) agrees:

1. to pay \$10,000 for one full-page ad
2. to pay \$5,000 for one half-page ad
3. to pay \$2,500 for one quarter-page ad
4. to pay \$500 for one business listing ad

to the Michigan Department of Natural Resources, postmarked by Aug. 31.

5. That the sponsor will provide the ad file(s) in a digital format to the DNR by Sept. 30. Files should be sent to StoneS5@Michigan.gov.
6. 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. The DNR or State of Michigan can reject or terminate the agreement and ad placement at any time for businesses, products or messages/images that are inconsistent with DNR policies, regulations or values or are not supported by the state.
7. 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.
8. Final acceptance of this agreement is subject to final ad review and approval by the DNR. Ad content and images must conform to regulations, safety protocols and best practices.

Sponsor Signature

Date

SPONSOR CONTACT INFORMATION

Sponsor Name (print)

Title

Sponsor Address 1

(_____) _____
Telephone

Sponsor Address 2

(_____) _____
Alt. Telephone

City, State, ZIP

Email

FORM AND AD COPY MUST BE SUBMITTED BY MIDNIGHT ON Aug. 31.

(Finalization of this agreement will be determined by amount of space available, number of requested advertisers and approval of submitted ad copy by DNR.)

Proposals submitted through the U.S. Postal Service should be addressed to:

Suzanne D. Stone
Department of Natural Resources
Fisheries Division
P.O. Box 30446
Lansing, MI 48909

Proposals submitted via email should be sent to StoneS5@Michigan.gov and should indicate "Michigan Fishing Regulations sponsorship" in the subject line.