



2020 MICHIGAN FISHING GUIDE SPONSORSHIP AGREEMENT

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

This document will serve as a sponsorship agreement to place an advertisement for _____ in the 2020 Michigan Fishing Guide.

(Sponsor Name)

The Michigan Department of Natural Resources (DNR) agrees:

1. To provide an ad in the 2020 Michigan Fishing Guide.
2. To retain sole authority to review and approve all advertisements provided by the sponsor. Advertising for the following products and services will be prohibited: alcohol/liquor products; tobacco products; any image showing an ATV or ORV being operated in an illegal manner; political or issue advocacy; gambling, casino or lottery; religious; or materials of a sexual nature (explicit or implied).
3. Total circulation will be 750,000. All distribution will be assumed by the Department of Natural Resources in conjunction with the legally mandated purchase of hunting licenses in the state.
4. To provide timeline and mechanical requirements for all ads once the sponsorship agreement has been signed by both parties.

As a 2020 Fishing Guide sponsor, _____ agrees:

(Sponsor Name)

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 November 30, 2019.

5. That the sponsor will provide the ad file(s) in a digital format to the DNR by December 1, 2019. Files should be sent to waltere@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.
7. To assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claim arising there from made against the State of Michigan.

Sponsor Signature

Date

SPONSOR CONTACT INFORMATION

Sponsor Name (print)

Title

Sponsor Address 1

Telephone

Sponsor Address 2

Alt. Telephone

City, State, ZIP

Email

AGREEMENT MUST BE SUBMITTED BY MIDNIGHT ON November 30, 2019
(See details on how to submit completed agreement on following page.)

Proposals submitted by contract carrier, courier delivery or personal delivery should be addressed to:

Ms. Elyse Walter
Department of Natural Resources
Fisheries Division
5th Floor, Constitution Hall
525 West Allegan Street
Lansing, MI 48933

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

Ms. Elyse Walter
Department of Natural Resources
Fisheries Division
P.O. Box 30446
Lansing, MI 48909

Proposals submitted via email should be sent to waltere@michigan.gov and should indicate "Fishing Guide sponsorship" in the subject line.

Proposals submitted via fax should be sent to 517-373-0381 and should include a cover sheet addressed to Elyse Walter.