



# 2012 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 2012 Michigan Fishing Guide.

*(Sponsor Name)*

The Michigan Department of Natural Resources (DNR) agrees:

1. To provide an ad in the 2012 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 and 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 1.2 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.
4. To provide timeline and mechanical requirements for all ads once the sponsorship agreement has been signed by both parties.

As a sponsor for the 2012 Michigan Fishing Guide, \_\_\_\_\_ agrees:

*(Sponsor Name)*

1.  to pay \$ \_\_\_\_\_ for one full-page ad (minimum bid of \$5,000)
2.  to pay \$ \_\_\_\_\_ for one half-page ad (minimum bid of \$2,500)

to the Michigan Department of Natural Resources, postmarked by October 14, 2011.

3. That the sponsor will provide the ad file(s) in a digital format to the DNR by November 1, 2011. Files should be sent to [schwerinc@michigan.gov](mailto:schwerinc@michigan.gov).
4. 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.
5. 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.

\_\_\_\_\_  
*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 POSTMARKED BY SEPTEMBER 12, 2011**

**Please mail completed Agreement to:**

Ms. Sharon Walenga Maynard  
Procurement Services  
Michigan Department of Natural Resources  
P.O. Box 30425  
Lansing, MI 48909