



Fresno State Vintage Days 2013

November, 2012

To Whom It May Concern:

On behalf of California State University, Fresno and Vintage Days 2013, I would like to invite your company to become a partner in our 39th annual Vintage Days celebration to be held on April 19-21, 2013. This year, Vintage Days will be focusing on campus and community pride.

Since 1975, Vintage Days has been one of the largest student-organized festivals in the country. Vintage Days welcomes approximately 50,000 people from the surrounding area to the Fresno State campus each April. This event features food and game booths provided by student organizations, a handmade crafts faire, children's carnival area, live entertainment, and much more.

Vintage Days is a non-profit organization that functions through the selling of advertisements, co-sponsorships, ticket sales, and donations from businesses such as yours. I would like to offer your business the opportunity to make a donation, purchase advertising space in our official publication, *The Vintage Press*, and/or to be a sponsor for a Vintage Days event. We will distribute 10,000 copies of *The Vintage Press*, which includes a schedule of events, a map, advertising space for those who purchase ads, and co-sponsors. The size of an advertising space will depend on the value of your donation (see attached list of advertisement rates).

We would appreciate any donation that your business/corporation can provide, such as gift certificates or products. These donations will be given to students as prizes during Vintage Days events and, as a thank you, your donation will be acknowledged in *The Vintage Press* and during the events.

In order to acknowledge your donation in *The Vintage Press*, we need to receive or pick up your donation by February 8, 2013. Please complete the attached donation form and include it with your donation.

If you have any questions or would like additional information about other opportunities to support Vintage Days, such as being included as a co-sponsor in newspaper/radio advertisements, or supply us with a banner to be hung at the event, please call the Vintage Days Office at (559) 278-2741. Thank you for your time and participation. We hope to hear from you soon!

Sincerely,

Lauryn Meissner
Development Co-Coordinator
Vintage Days 2013

Titus W. Moore
Development Co-Coordinator
Vintage Days 2013



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DONATION FORM

Note: Since we are a non-profit organization, donations may be tax-deductible. The tax I.D. number for California State University, Fresno is 77-0217681 Please make checks payable to "Fresno State Vintage Days"

Please mail the bottom portion of this page with your donation(s) or call (559) 278-2741 for more information.

Fresno State Vintage Days
5280 N. Jackson Ave. SU36
Fresno, CA 93740-8023

Please print or type

Company Name: _____

Representative: _____

Address: _____

Phone #: _____

Items Donated: _____

Estimated Value: \$ _____



**VINTAGE PRESS ADVERTISEMENT
RATES AND SPONSORSHIPS**

Please check one:

- | | |
|--|----------|
| <input type="checkbox"/> Full page ad (8.75" X 11" with bleed or 7.25" x 9.375")
on inside front cover or inside back cover | \$ 1,000 |
| <input type="checkbox"/> Full page ad (8.75" X 11" with bleed or 7.25" x 9.375") | \$ 500 |
| <input type="checkbox"/> Half page ad (7.25" x 4.65" horizontal) | \$ 300 |
| <input type="checkbox"/> Quarter page ad (3.6" x 4.65") | \$ 200 |
| <input type="checkbox"/> Eighth page ad (3.6" x 2.25" horizontal) | \$ 100 |
| <input type="checkbox"/> Back cover | \$ 1,500 |

SPONSORSHIPS:

RED Sponsor: \$ 5,000+

- Included in any Vintage Days TV commercials
- Included in Radio Spots
- Vintage Press full page ad
- Included in Fresno Bee ads
- Included in all printed ads (posters, flyers, etc.)
- Company logo posted on Vintage Days website (www.csufresno.edu/vintagedays)
- Sponsorship acknowledgement on Social Media sites (Facebook, Twitter, Etc.)
- Event Naming Rights
- Have a space at Vintage Days
- More up for negotiation

BLUE Sponsor: \$ 2,000 - \$4,999

- Included in Radio Spots
- Vintage Press full page ad
- Included in Fresno Bee ads
- Included in all printed ads (posters, flyers, etc.)
- Company logo posted on Vintage Days website (www.csufresno.edu/vintagedays)
- Sponsorship acknowledgement on Social Media sites (Facebook, Twitter, Etc.)

If you would like a copy of last year's *Vintage Press*, please contact our office at (559) 278-2741

Make checks payable to: Fresno State Vintage Days

DEADLINE FOR ADS: FRIDAY, FEBRUARY 8, 2013

Email your ad in pdf, jpeg or Illustrator format to: sherrif@csufresno.edu