



Vintage Days Sponsorship Rates and Advertising

Vintage Days 41st Celebration
April 17th-19th 2015

Vintage Press publication advertisement sizes

Businesses may choose to purchase an advertisement in the Vintage Press that will be distributed to local businesses a month prior to Vintage Days. 8,000 copies will be printed and distributed.

Size	Black & White	Full Color
Full Page (8 X 10.5)	\$500	\$575
Half Page (4.5 X 7.5)	\$350	\$400
Quarter Page (4 X 3.5)	\$250	\$300
Business Card (2 X 3.5)	\$55	\$80

Sponsorship Levels

Gold (Title) Sponsor\$ 15,000

- Identified as Presenting/Title Sponsor to the event “ Vintage Days brought to you by...”
- Identified as Presenting/Title Sponsor on all television commercials
- Identified as Presenting/Title Sponsor on (475) 60 second radio spots aired on Cumulus Radio stations (KWYE-FM, KMGV-FM, KMJ-AM, KMJ-FM, and KSKS-FM.)
- Exclusive rights to back page of the Vintage Press publication (8,000 copies distributed.)
- Identified as Presenting/Title Sponsor in all Fresno Bee ads
- Identified as Presenting/Title Sponsor in all Collegian (Fresno State Newspaper) Vintage Days advertisements
- Identified as Presenting/Title Sponsor on Vintage Days website (www.fresnostate.edu/vintagedays)
- Prime booth placement at event (10ft x 10ft)
- Identified as Presenting/Title Sponsor on all signage located throughout the event
- Identified as Presenting/Title Sponsor on all event handbills and posters
- Identified as Presenting/Title Sponsor on all event t-shirts
- Identified as Presenting/Title Sponsor on all Vintage Days social media outlets (Facebook, Twitter, Instagram)

- Silver Sponsor**\$10,000
- Identified as Sponsor on (475) 60 second radio spots aired on Cumulus Radio stations (KWYE-FM, KMGV-FM, KMJ-AM, KMJ-FM, and KSKS-FM)
 - Full page advertisement in Vintage Press publication (8,000 copies distributed)
 - Identified as Sponsor on Vintage Days website with organization logo (www.fresnostate.edu/vintagedays)
 - Identified as Sponsor on all posters
 - Identified as Sponsor on all event t-shirts
 - Identified as Sponsor on all Vintage Days social media outlets (Facebook, Twitter, Instagram)

- Bronze Sponsor**\$5,000
- Identified as Sponsor on Vintage Days website with organization logo (www.fresnostate.edu/vintagedays)
 - Identified as Sponsor on all Vintage Days social media outlets (Facebook, Twitter, Instagram)
 - Quarter page advertisement in Vintage Press publication (8,000 copies distributed)
 - Identified as Sponsor on all posters
 - Identified as Sponsor on all event t-shirts

Make checks payable to: Fresno State Vintage Days

DEADLINE FOR ADS: February 20, 2014

Email your ad in pdf, jpeg, or illustrator to: vdaysdevelopment@gmail.com