



# VINTAGE DAYS

Sponsorship Opportunities 2015

April 15 – 17<sup>th</sup>, 2016

Are you looking for new advertising opportunities? Vintage Days is Fresno State's largest student-planned celebration which attracts over 50,000 people from Fresno and the surrounding communities to campus for three days of entertainment and excitement! Become a sponsor and check out the great benefits of partnering with us for this fun event!

| Size                            | Black & White | Full Color |
|---------------------------------|---------------|------------|
| <b>Full Page (8 x 11")</b>      | \$500         | \$575      |
| <b>Half Page (8 x 5.5")</b>     | \$300         | \$365      |
| <b>Quarter Page (4 x 5.5")</b>  | \$200         | \$250      |
| <b>Business Card (3.5 x 2")</b> | \$50          | \$80       |

*Businesses may choose to purchase an advertisement in the Vintage Press event program that will be distributed before and during the event – 8,000 copies*

## Title Sponsor - \$10,000

- Identified as Presenting/Title Sponsor for Vintage Days "Vintage Days brought to you by (your company name)"
- Company logo and identified as title sponsor on all advertising and media including:
  - ABC 30 television commercials (60 spots)
  - The Fresno Bee & The Collegian newspaper ads
  - Before the Movie ads at Maya Cinemas
  - Vintage Days website
  - Event handbills, posters and signage at the event
- Title Sponsor recognition on (475) 60 second radio spots aired on Cumulus radios stations (KWYE-FM, KMGV-FM, KMJ-AM, KMJ-FM, KSKS-FM)
- Full page, full color ad (inside back cover) in the Vintage Press event program
- Company logo placed on event map – located on the outside back cover of the Vintage Press
- Prime booth placement at event (20 x 20 ft) and signage presence\*
- Recognition as title sponsor in the "Thank You" section of the Vintage Press
- Recognition on Facebook page, Twitter and Instagram

## Gold Sponsor - \$6,500

- Company logo on:
  - Handbills and posters
  - Before the Movie ads at Maya Cinemas
  - The Fresno Bee & The Collegian ads
- Sponsor recognition on (475) 60 second radio spots aired on Cumulus radios stations (KWYE-FM, KMGV-FM, KMJ-AM, KMJ-FM, KSKS-FM)
- Booth placement at event (10 x 10 ft)\*
- Full page, full color ad in the Vintage Press event program
- Recognition as Silver Sponsor in the "Thank You" section of the Vintage Press
- Recognition on Facebook page, Twitter and Instagram

## Silver Sponsor - \$3,000

- Company logo on:
  - Handbills and posters
  - Before the Movie ads at Maya Cinemas
  - The Fresno Bee & The Collegian ads
- Full page, full color ad in the Vintage Press event program
- Recognition as Silver Sponsor in the "Thank You" section of the Vintage Press
- Recognition on Facebook page, Twitter and Instagram

## Bronze Sponsor - \$1,500

- Company logo on:
  - Handbills and posters
  - The Fresno Bee & The Collegian ads
- Full page, full color ad in the Vintage Press event program
- Recognition as Bronze Sponsor in the "Thank You" section of the Vintage Press
- Recognition on Facebook page, Twitter and Instagram

\*Company to provide own signage and booth

Student Involvement Center  
5280 N. Jackson Ave, M/S SU 36  
Fresno, CA 93740-8023

[www.fresnostate.edu/VintageDays](http://www.fresnostate.edu/VintageDays)

**P** 559.278.2741

**F** 559.278.7786

Make checks payable to: Fresno State Vintage Days

**DEADLINE FOR ADS: March 8, 2016**

For more information or to email your ad in pdf, jpeg, or illustrator: [vdaysdevelopment@gmail.com](mailto:vdaysdevelopment@gmail.com)