PARTICIPATING SPONSORS…

- Receive a space with two 8-foot tables. Electricity is available upon request and we will try to accommodate other set-up needs as well

- Must agree to donate 500 or more samples of edible chocolate specialties to give out during the Party. These samples usually average about a tablespoon or so in size—just enough for a taste

- Give an auction item valued at $10-$50 for a silent auction to be held during the event. Baked goods and gift certificates are great additions to the fundraising auction.

- Are required to have the booth setup by 12:00 p.m. on the day of the Party and have enough personnel (2 minimum, 6 maximum) to staff the booth from 12:30 until 3:30 p.m.

- Are allowed to sell products at the event as long as they give away the required donation.

- Will be featured in:
  - Promotional materials
  - Event web site
  - Public relations efforts & MSU Museum newsletter

- Have exclusive opportunity to be an event ticket outlet. (contact Mike for more info)

- Receive 2 complementary tickets to the event and a commemorative framed sponsor poster
  - Use for important clients, employee recognition or in-store register-to-win contest(s)

DEVELOP NEW CUSTOMERS

- Bring business cards, menus, brochures, photos

- Encourage your staff to interact with guests.

- Highlight new products and services.

- Have a “register to win” with a great prize that draws attention.

- Handout coupons that bring guests back to your business.

- Ask guests to sign up for your mailing list.

PEOPLE’S CHOICE AWARD

- At the event, encourage guests to vote for you as their as the “favorite” or “best” Participating Sponsor in our People’s Choice contest. We will be awarding a plaque to the top finisher this year.

- Make your booth as interesting and enticing as possible. Show off and display other chocolate-related products you have. Feel free to play off of our completion theme which is based on the popular animated movie “The Secret Life of Pets” when creating your display or choose some other way to best highlight your products.

To be part of this wonderful event or to learn more,
CONTACT Mike Secord at the MSU Museum 517-432-4655 or secordm@msu.edu
or visit us at www.msu.museum.edu under the “calendar & events” tab