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 website
  - 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 theme “minions” 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**