

G MICHIGAN **ATORS**

MICHIGAN GATORS FOOTBALL ORGANIZATION ADVERTISING INFORMATION

Who are the Michigan Gators?

The Michigan Gators were founded in 2007 and are a non-profit football organization staffed solely by volunteers with none of the staff or associated persons being paid by his or her services. The players and staff are here strictly for the love of the game and the team.

The Team is under the watchful and capable eyes of the coaches to make sure the Gators follow the essential principles of having a successful organization. The principles for which we stand are Loyalty, Discipline, Organization, Professionalism, Hard work, Fairness, Competition and above all else ... Respect.

The team was put together not only to have fun and win the leagues title, but also to provide local players a chance to showcase their talents with the hopes of advancing their careers to a higher level of play. Younger players that currently attend college are guided to pursue their academic and athletic career through talented coaches who have been in that same situation. The majority of our players are from the Metropolitan Detroit area including the cities of Warren, Royal Oak, Fraser, Lake Orion, Centerline, Troy, Bloomfield Hills, Southfield, Pontiac, Benton Harbor, Walled Lake, Hazel Park, Shelby Township, Clinton Township ... even Iraq and Mexico. We have a truly unique band of brothers that come together as a TEAM while exhibiting positive attitudes and strong influence in our communities

Please take some time to review our advertising packet and please contact us if you are interested in supporting a local community team for the upcoming 2011 Season.

For questions or more information about us, please contact:
T.J. Logan II – Executive Vice President, General Manager
Cell (248) 467-4949

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MICHIGAN GATORS FOOTBALL ORGANIZATION ADVERTISING INFORMATION

Program Advertisement Form

Please read and complete all sections below in full, including official signature and date at the bottom of the page. Sponsorship agreements - including payment ... should be sent to:

Michigan Gators
C/O T.J. Logan II
37457 Chesterfield Court
Farmington Hills MI, 48331

* Donors and Sponsors will receive game passes for up to 4 persons for Every Home Game!

CONTACT INFORMATION:

Company: _____

Contact: _____ Title: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Type of Ad: _____

Total Amount included with contract: \$_____

Official Signature: _____

By signing above, your company agrees to abide by the official rules and regulations as stated on this form.

Advertisement Specifications

Advertisements will be printed black and white unless otherwise negotiated or specified.

You may submit ads in the following specifications:

- PDF, EPS, PSD, JPG, INDD AND AI
• 300 DPI - High Res Artwork Preferred
• Full Page Spread - (11 x 17 - side by side layout)..... \$200.00
• Prime ad Space (Inside covers & back of program -3 available) 150.00
• Full Page (8.5 x 11) 100.00
• Half Page (5.5 x 8.5 or 4.25 x 11) 50.00
• 1/8 Page (3.5 x 1.25) 15.00
• Business Card Ad..... 10.00

Payment Methods:

In order to secure a sponsorship package or ad within our program or website, please complete and return this contract to the Michigan Gators as soon as possible. Please make the Check or money orders payable to the "Michigan Gators." Official terms and conditions are stated on the back page of this document.



DIGITAL ADVERTISING IN CONJUNCTION WITH MICHGATORS.NET

Online Advertisement Form

Please read and complete all sections below in full, including official signature and date at the bottom of the page. Sponsorship agreements - including payment ... should be sent to:

Michigan Gators
C/O T.J. Logan II
37457 Chesterfield Court
Farmington Hills MI, 48331

* Donors and Sponsors will receive game passes for up to 4 persons for Every Home Game!

CONTACT INFORMATION:

Company: _____

Contact: _____ Title: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Type of Ad: _____

Total Amount included with contract: \$_____

Official Signature: _____

By signing above, your company agrees to abide by the official rules and regulations as stated on this form.

Advertisement Specifications

The Michigan Gators have a digital artist on staff if you need assistance creating an online banner ad.

You may submit your online ads in the following specifications:

- PDF, EPS, PSD, JPG, SWF
• Still, one frame banners are preferred. All banners will be in rotation in 15 second intervals unless otherwise negotiated.

- Main Content Area Banner (580 x 100 px) \$120.00
• Main Side Bar Area Banner (300 x 250 px or 160 x 600) 120.00
• Square Button Banner - Header (125 x 125 px) 125.00
• Text or graphic Link to Sponsor Website 25.00

Payment Methods:

In order to secure a sponsorship package or ad within our program or website, please complete and return this contract to the Michigan Gators as soon as possible. Please make the Check or money orders payable to the "Michigan Gators." Official terms and conditions are stated on the back page of this document.



MICHIGAN GATORS FOOTBALL ORGANIZATION ADVERTISING INFORMATION

ADS/SPONSORSHIP - TERMS AND CONDITIONS

- 1. To secure a sponsorship, a completed contract accompanied by a check or money order for the agreed upon amount should be received no later than April 2nd, 2011..*
- 2. Sponsorships are first come first serve basis. Please call or email to confirm or request a sponsorship to ensure placement. If duplicate sponsorships occur - a drawing will be held to determine who the sponsorship is awarded. Deposits for those contracts accepted will not be returned.*
- 3. Once signed, this agreement creates a legally binding contract between your company and the Michigan Gators.*
- 4. In the event your company elects to cancel this sponsorship and the Michigan Gators cannot re-sell the sponsorship at full price, your company will be responsible for the entire sponsorship amount. If the Michigan Gators secures a partial sponsorship, your company would be responsible for the non-funded balance.*
- 5. Once signed, this sponsorship cannot be revoked if the Michigan Gators become cancelled due to some unforeseen circumstances.*
- 6. WHERE APPLICABLE "The Sponsor is responsible for providing a banner 4 feet in width and 2 feet in height, a color advertisement for the Michigan Gators program book and their company logo.*

CANCELLATIONS-

Cancellations must be received in writing on or before April 16th, 2011 in order to receive a full refund. By signing this agreement you are authorizing the Michigan Gators to publish the submitted advertisement in the Michigan Gators Program or online at the Michigan Gators website.

2011 MICHIGAN GATORS ADMINISTRATION

John Kavanagh, President/CEO

Jerrold Slaughter, SVP/CFO

T.J. Logan, EVP/General Manager

Wendell Jefferson, EVP/Head Coach

Darryl Henry, 1st VP/Offensive Coordinator

Ryan Kavanagh, Special Teams Coordinator

Rob Streeter, Defensive Coordinator

Yusif Qualls, Offensive Line Coach

Frank McCord, Defensive Line Coach

Rocco Foggio, Defensive Ends Coach

Chris Calabrese, VP/Marketing

Ray Templin, VP/Media Relations

For more information about us, please contact:

T.J. Logan II – Executive Vice President, General Manager Cell (248) 467-4949