Ball State University

presents

Magna cum Murder XXIII

in association with

CRIMEFEST

2017 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Name: ________________________________________________________ Date: _______________________

Company: _________________________________________________________________________________

Address: __________________________________________________________________________________

City: ________________________________________  State: _____________ Zip: ______________________

Phone Number: _____________________________E-mail:__________________________________________

STEP 1 – SELECT YOUR PACKAGE (All amounts are in US Dollars)

☐ LUNCHEON SPONSORSHIP - $750 (3 available)
  • Recognized as sponsor for luncheon featuring Guest of Honor Terence Faherty.
  • Full-page ad in the festival program book that is distributed to 200+ participants.
  • Listing on the magnacummurder.com Web site.
  • We'll also insert your flyers, business cards, or coupons in all the participant bags.

☐ BANQUET SPONSORSHIP - $1,000 (2 available)
  • Recognized as sponsor for dinner featuring International Guest of Honor Andrew Taylor.
  • Table and two chairs provided in dining area Saturday night and the vendor area all weekend for literature, promotional items, or conversations. Staff in vendor area must be registered for conference.
  • Full-page ad in the festival program book that is distributed to 200+ participants.
  • Listing on the magnacummurder.com Web site.
  • We'll also insert your flyers, business cards, or coupons in all the participant bags.

☐ FRIDAY RECEPTION SPONSOR - $1,500 (1 available)
  • Recognized as sponsor at the Friday night reception with signage and announcements.
  • Table and two chairs provided in reception area Friday night and the vendor area all weekend for literature, promotional items, or conversations. Staff in vendor area must be registered for conference.
  • Full-page ad in the festival program book that is distributed to 200+ participants.
  • Listing on the magnacummurder.com Web site.
  • We'll also insert your flyers, business cards, or coupons in all the participant bags.

Continued
☐ **COFFEE BAR SPONSORSHIP - $500** (1 available)
  - Recognized as sponsor for the mezzanine coffee bar provided to participants all day on Saturday.
  - **Full-page ad** in the festival program book that is distributed to 200+ participants.
  - Listing on the magnacummurder.com Web site.
  - We'll also insert your flyers, business cards, or coupons in all the participant bags.

☐ **FULL-PAGE AD PACKAGE - $200**
  - **Full-page ad** in the festival program book that is distributed to 200+ participants.
  - Listing on the magnacummurder.com Web site.
  - We'll also insert your flyers, business cards, or coupons in all the participant bags.

☐ **HALF-PAGE AD PACKAGE - $100**
  - **Half-page ad** in the festival program book that is distributed to 200+ participants.
  - We'll also insert your flyers, business cards, or coupons in all the participant bags.

**STEP 2 – SELECT DESIGN OPTION**

☐ Please design advertisement at no extra cost.
☐ I will send/e-mail the ad copy to you by **September 1, 2017. (Reservation deadline Aug. 18)**

**Ad Specifications:**
- Half page – 5 ½ w. x 4 ¼ h.; Full page – 5 ½ w. x 8 ½ h.
- Program book ads will be black and white.
- File Formats: Prefer high-resolution Adobe Acrobat PDF with fonts embedded.
  Will also accept Tiffs and Jpegs.

**STEP 3 – SELECT PAYMENT OPTION**

☐ Please send me a bill in November.
☐ Enclosed is my check payable to Ball State University.

**Deadline for Reservation: August 18, 2017**

**Mail or fax form to:**
E.B. & Bertha C. Ball Center, Ball State University, Muncie, IN 47306
Fax: (765) 747-9566  •  Phone: (765) 285-8975  •  E-mail: magnacummurder@yahoo.com