

WISCONSIN SUPERMILEAGE ASSOCIATION

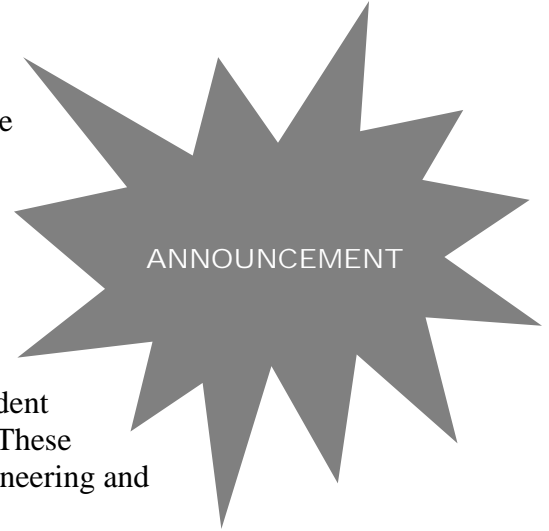
PARTNERSHIP OPPORTUNITIES FOR WISCONSIN

Is your business looking for a venue to work with High School and Middle School students involved in High Tech projects in Engineering and Manufacturing? Are you looking to advertise to these students or Wisconsin's Technology & Engineering Teachers? Wisconsin Supermileage has an opportunity for you!

Join Wisconsin Supermileage Association in supporting and strengthening our future workforce and creating an exciting opportunity for our state's students. Wisconsin Supermileage is a challenge where student teams design, build and test vehicles for endurance and/or fuel economy. These vehicles give students a real world problem solving experience using engineering and manufacturing skills throughout the process.

For more information on how you can partner with or advertise through Wisconsin Supermileage;

- Visit www.wisconsinsupermileage.org and download a "WSA Partnership Document"
- Or, email Partners@wisconsinsupermileage.org with your inquiry
- Or, call Jesse Domer at 920-219-2922 to speak personally about this great opportunity.



Wisconsin Supermileage Association
Attn: Jesse Domer ♦ 1517 GreenCrest Drive ♦ Watertown, WI 53098
Tel: 920.219.2922 ♦ Email: partners@wisconsinsupermileage.org
www.wisconsinsupermileage.org

CONTRACT / BID SPONSORSHIP

Yes, I want to be a partner of the Wisconsin Supermileage Association

Check below which level of Sponsorship you would like to commit to:

<input type="checkbox"/> Platinum "Start-Up" Sponsor <input type="checkbox"/> Platinum "Scholarship" Sponsor <input type="checkbox"/> Platinum "Supermileage" Sponsor	Platinum Sponsors may require a "bidding process" as they are subject to "sole area of industry recognitions." Fill this form out as normal, but money will not be due until bid is accepted. ✓ Sealed bids are due November 5th, 2007 ✓ Bids will be opened and read on November 9 th , 2007 ✓ Winners will be announced the following week. ✓ Money would be due by January 1 st , 2007. ✓ Sponsorship Cycle: November '07 thru October, '08 (except "Start-Up")
<input type="checkbox"/> Gold "Supermileage" Sponsor <input type="checkbox"/> Silver "Supermileage" Sponsor <input type="checkbox"/> Bronze "Supermileage" Sponsor <input type="checkbox"/> Core "Supermileage" Sponsor	These Sponsors do not require a "bidding process" and should include a check or method of payment along with this contract upon mailing. • Money and forms are accepted when submitted. • Sponsorship Cycle Starts upon acceptance of funds. • Sponsorship Cycle Ends October, '08.

<input type="checkbox"/> 2008-09 Regulations Book Ad's	Attach "Publications Contract" when submitting. (pg 11) -Due April 1 st , 2008
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SPONSORSHIP CONTRACT

Contact Name: _____ Title: _____

Company Name: _____

Company Address: _____ City: _____

State: _____ Zip: _____

Phone: _____ Email: _____

Phone: _____ Website: _____

Fax: _____

METHOD OF PAYMENT

Company Check: _____

Make Checks payable to:

Wisconsin Supermileage Association

Credit Payment - **NOT YET AVAILABLE** -

Credit Card - Visa

Credit Card #:

Name Printed on Card:

Exp Date:

TOTAL AMOUNT BIDDING: _____

TOTAL AMOUNT ENCLOSED: _____

Signature: _____

Date: _____

Platinum “Start-Up” Sponsorship Package

This is a one-time fiscal commitment that receives a 5-year partnership with the Wisconsin Supermileage Association (WSA). Your sponsorship will allow the WSA to purchase and acquire the necessary equipment and materials needed in its first year. Such equipment will include an 8’x24’ enclosed trailer, storage for the trailer, tables, chairs, tents, specialized software, specialized tracking equipment and so on. This sponsorship has the following benefits for the next 5 years:

- Sole advertisement of the trailers outside panels along with the Wisconsin Supermileage name.
 - Trailer will be completely covered in Vinyl.
 - Trailer will travel to all Supermileage Events in Wisconsin
 - Trailer may travel to other events such as State Conferences, State Fairs, local schools, etc.
- (1) Color Single page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- (2) B&W Banner advertisements “target placement” in the “new” 2008-09 Wisconsin Supermileage Rules Book
- Recognition Plaque
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.

Package Price:

\$15,000
Highest Bid

www.WisconsinSupermileage.org

Platinum “Scholarships” Sponsorship Package

This is a yearly sponsor commitment that receives a 1-year partnership with the Wisconsin Supermileage Association. Your sponsorship will be given to the students/teams in the form of higher educational scholarships for participating students. The amount sponsored will be given to students participating in the Wisconsin Challenges for the 2007-08 season. 6% of these funds will be collected to cover costs of the Wisconsin Supermileage Association in managing these scholarships. This sponsorship has the following benefits for one school calendar year:



Package Price:

\$6,000-\$10,000

Highest Bid

- “Sole” recognition of your Area of Industry by the Wisconsin Supermileage Association
 - Includes Logos and links on the WIS website and main page.
 - Includes Banner Ad’s on the WIS Website (you provide files)
- Official Partnership Logo
 - Included on Letterhead and Website
 - (2) Vinyl Logos MAY be submitted to each team to be placed visibly on their vehicle
- Sponsorship of the “Overall Champion” awards at all WIS events
 - Business name will be on awards
 - Your business may present awards if present.
 - Picture taken with Team and Business Representatives to be placed on Website and in possible articles.
 - Sponsor may supply; shirts, hats, etc to be worn during the picture by the team.
- Scholarships given to “Overall Champion” award winners in your business name
 - Amount sponsored will be split evenly for: Road America, FVTC & UW-Stout
 - Your business may present scholarships if present.
- Business name will be mentioned in possible articles to go out that year in publications.
- Business will be given space during challenge events to promote and advertise.
- (1) B&W Single page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- (2) B&W Banner advertisements “target placement” in the “new” 2008-09 Wisconsin Supermileage Rules Book
- Recognition Plaque
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.
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www.WisconsinSupermileage.org

Platinum “Supermileage” Sponsorship Package

This is a yearly sponsor commitment that receives a 1-year partnership with the Wisconsin Supermileage Association. Your sponsorship will be used to run Wisconsin Supermileage and its affiliates (Road America, Fox Valley Technical College, UW-Stout & Wisconsin Dells). Through your sponsorship, the Wisconsin Supermileage events can strengthen and become a larger presence in the state and our schools! This sponsorship has the following benefits for one school calendar year:



- “Sole” recognition of your Area of Industry by the Wisconsin Supermileage Association
 - Includes Logos and links on the WIS website and main page.
 - Includes Banner Ad’s on the WIS Website (you provide files)
- Official Partnership Logo
 - Included on Letterhead and Website
 - May be included on Car Numbers in vinyl given to all teams, (3 on each car)
- Sponsorship of an award at all WIS events (Business Choice)
 - Business name will be on awards
 - Your business may present awards if present.
 - Picture taken with Team and Business Representatives to be placed on Website and in possible articles.
 - Sponsor may supply; shirts, hats, etc to be worn during the picture by the team.
- Business name will be mentioned in possible articles to go out that year in publications.
- Business will be given space during challenge events to promote and advertise.
- (1) B&W Single page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- (2) B&W Banner advertisements “target placement” in the “new” 2008-09 Wisconsin Supermileage Rules Book
- Recognition Plaque
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.

www.WisconsinSupermileage.org

Gold “**Supermileage**” Sponsorship Package

This is a yearly sponsor commitment that receives a 1-year partnership with the Wisconsin Supermileage Association. Your sponsorship will be used to run Wisconsin Supermileage and its affiliates (Road America, Fox Valley Technical College, UW-Stout and Wisconsin Dells). Through your sponsorship, the Wisconsin Supermileage events can strengthen and become a larger presence in the state and our schools! This sponsorship has the following benefits for one school calendar year:



- Sponsorship of an award at all WIS events (Business Choice)
 - Business name will be on awards
 - Your business may present awards if present.
 - Sponsor may supply; shirts, hats, etc to be given to the team to take home
- Business Logo will be placed on Website’s Partners Page (Medium Logo Size)
- Recognition Plaque
- (1) B&W Single page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.

www.WisconsinSupermileage.org

Silver “Supermileage” Sponsorship Package

This is a yearly sponsor commitment that receives a 1-year partnership with the Wisconsin Supermileage Association. Your sponsorship will be used to run Wisconsin Supermileage and its affiliates (Road America, Fox Valley Technical College, UW-Stout and Wisconsin Dells). Through your sponsorship, the Wisconsin Supermileage events can strengthen and become a larger presence in the state and our schools! This sponsorship has the following benefits for one school calendar year:

- Business Logo will be placed on Website’s Partners Page (Medium Logo Size)
- Recognition Plaque
- (1) B&W Single page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.

Package Price:

\$1,000-\$2,999

www.WisconsinSupermileage.org

Bronze “Supermileage” Sponsorship Package

This is a yearly sponsor commitment that receives a 1-year partnership with the Wisconsin Supermileage Association. Your sponsorship will be used to run Wisconsin Supermileage and its affiliates (Road America, Fox Valley Technical College, UW-Stout and Wisconsin Dells). Through your sponsorship, the Wisconsin Supermileage events can strengthen and become a larger presence in the state and our schools! This sponsorship has the following benefits for one school calendar year:

- Business Logo will be placed on Website’s Partners Page (Small Logo Size)
- Recognition Certificate
- (1) B&W 1/2 page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.

Package Price:**\$500-\$999**

www.WisconsinSupermileage.org

Core “**Supermileage**” Sponsorship Package

This is a yearly sponsor commitment that receives a 1-year partnership with the Wisconsin Supermileage Association. Your sponsorship will be used to run Wisconsin Supermileage and its affiliates (Road America, Fox Valley Technical College, UW-Stout and Wisconsin Dells). Through your sponsorship, the Wisconsin Supermileage events can strengthen and become a larger presence in the state and our schools! This sponsorship has the following benefits for one school calendar year:

- Business Name will be placed on Website’s Partners Page (Text Link Only)
- Recognition Certificate
- (1) B&W 1/2 page advertisement spread in the “new” 2008-09 Wisconsin Supermileage Rules Book
- WTEA Interface Magazine Subscription which will include yearly articles on Wisconsin Supermileage
 - WTEA is Wisconsin’s Professional Association for all Technology Education Teachers.

Package Price:

\$250-\$499

www.WisconsinSupermileage.org

Wisconsin Supermileage will be designing, publishing and distributing the 2008-09 Rules Book this summer. Rules books will be distributed in September of 2008 to all current and inquiring schools/teams for use in designing, constructing and testing of their vehicles. We will be making these available at no cost to the schools through the sales of advertisements in this book. Standard advertisement spots may include coupons, contact information, and any other information your company thinks beneficial for Wisconsin's Supermileage Teams. "Target Placement" advertisement spots may be located within the book outside of the Advertisement's Center Section and should not include "cut-out" type coupons. Sole Recognition Sponsorships are not withstanding in this book, anyone is eligible for advertisement spots. Advertisements are priced out for both full color and black/white.

	Full Color	Black & White
Full Double Page Advertisement	\$ 400.00	\$175.00
This spread is two pages wide measuring 5.50" x 4.25". This advertisement is located in the middle of the book in the "Advertisements Section" with all other standard advertisements. This ad may include bleeds if desired. Contact Partners@wisconsinsupermileage.org for exact ad sizes.		
Full Single Page Advertisement	\$250.00	\$100.00
This spread is one full page measuring 5.50" x 4.25". This advertisement is located in the middle of the book in the "Advertisements Section" with all other standard advertisements. This ad may include bleeds if desired. Contact Partners@wisconsinsupermileage.org for exact ad sizes.		
½ Single Page Advertisement	\$125.00	\$50.00
This spread is a half page tall measuring 3.00" x 4.25". This advertisement is located in the middle of the book in the "Advertisements Section" with all other standard advertisements.		
½ Single Page Advertisement with "Target Placement"	\$150.00	\$75.00
This advertisement is a non standard advertisement. Premium placement of this ad is available within the "rules" section of the book. Size of this ad is 3.00" Tall x 4.25" Wide.		
Banner Advertisement with "Target Placement"	\$125.00	\$50.00
This advertisement is a non standard advertisement. Placement of this ad is by choice of the purchaser and can be located within the "rules" section of the book. Size of this ad is 0.75" Tall x 4.25" Wide.		

(Target Placement Example: XYZ Helmet Company wants to purchase a Targeted Ad, they could place a company logo and phone number/website in the rules section where it states safety regulations about what drivers helmets are acceptable to wear during challenge testing.)

www.WisconsinSupermileage.org

The Wisconsin Supermileage Association's Regulations Book will be published once a year beginning with the 2007-08 school year. It will be distributed free to High School and Middle School students and advisors interested in the Wisconsin Supermileage Challenges. Current audience would include around 60 Wisconsin and surrounding state's High Schools and Middle Schools as well as a few Technical College's.

Directions: Please indicate quantities you would like to contract for in the chart below. Place your total cost in the appropriate box below.

Description	Design Bleeds (W x L)	Final Size (W x L)	Type	Price	Promo Offer?	Qty
Full Dbl Page Ad	(2) @ 5.25" x 7.25"	(2) @ 5" x 7"	Color	\$400.00	Free Color Banner Ad	
			B&W	\$175.00		
Full Single Page Ad	5.25" x 7.25"	5" x 7"	Color	\$250.00	Free B&W Banner Ad	
			B&W	\$100.00		
½ Single Page Ad	N/A	3" x 4.25"	Color	\$125.00		
			B&W	\$50.00		
½ Single Page Ad <i>Target Placement</i>	N/A	3" x 4.25"	Color	\$150.00		
			B&W	\$75.00		
Banner Ad <i>Target Placement</i>	N/A	0.75" x 4.25"	Color	\$125.00		
			B&W	\$50.00		
Total \$ =				<input type="text"/>	Total # Ads =	<input type="text"/>

Ad Copy due by: April 1st, 2008 **Payment due by:** June 1st, 2008 **Ready to Distribute by:** September 1st, 2008

Notice: Ad Copies should always be sent digitally to Wisconsin Supermileage Association to be placed in the Regulations Book. A printed copy should also be sent to ensure correct placement, coloration and sizes. Additional fees may be charged if your copy is sent in an incompatible format. PDF is generally acceptable. Once the page(s) with your advertisement(s) is finished, a digital copy (pdf) of that page will be emailed to verify your acceptance/placement of the Ad. Each advertiser will be sent one copy of the Regulations Book once available for distribution. No advertisements will be placed in the Regulations Book without prior payment received.

Special Instructions / Requests:

* Attach this page to the Sponsorship / Bid Contract included in this document, (Page 2) *