



## **LAKE ORION BAND BOOSTERS**

### **SPONSORSHIP ARTWORK/LOGO REQUIREMENTS**

#### **Semi-Truck ‘Large Format’ (either 3’ x 2’ or 2’ x 1’)**

- Logo art must be in digital format. No business cards, letterhead, or sketches. To convert paper logos to digital, see below for information on hiring a graphic artist.
  - Preferred file format: .eps, .ai, or “vector”.
  - If the sponsor submits logo/artwork as a .jpg file, the size must be at least 6" at its smallest point and 300 dpi.
- Color artwork is highly encouraged.
  - Contact info should be limited to one line of text and will be scaled to the size of the logo.
  - Initial proof will be provided for approval with the option of one revision. Additional revisions will incur a design fee.
  - Graphic Services- our graphics team can reproduce your logo at a reduced fee of \$30.00 per hour (typically 2 – 5 hours per logo). LOBB retains the art file. Checks should be made payable to LOBB.
  - LOBB offers sponsors a free option which features your name and contact info in a 2-3 line format. Absolutely no art work will be created or incorporated. The graphics team will choose a standardized single color font, white background, with centered text.

#### **Concert Program Artwork**

- Black and white logos/artwork are preferred as program will be printed with black ink.
- If the logo has color and/or varying shades we can't guarantee a crisp print.
- Logos from a photographic background cannot be isolated for use.
- Business cards *can* be used only for business card size ads. Since proportions are different, a business card *cannot* be used as-is for other ad sizes.
- For a half or full page ad, text and art should be provided
- If art is not provided, the client should provide a rough sketch. A proof will be provided for approval with the option of one revision. Any additional changes beyond the second proof will incur design fees.
- If sponsors do not have art, our graphics team will create a tasteful ‘text only’ ad at no charge that will be different from other ads on the same page.

#### **Website Footer- “Meet our Sponsors”**

- Website will feature your company logo only, no contact info will be listed.
- We provide up to 1 line of text if your company name is not embedded in the logo.
- Logo will be hot linked to your website.

### Website Footer- “Meet our Sponsors” continued

- If you do not have a website, the link will trigger an automatic email form, address of your choice.
- Logo art must be in digital format. No business cards, letterhead, or sketches. To convert paper logos to digital, see below for information on hiring a graphic artist.
- Preferred file format: .eps, .ai, or “vector”.
- If the sponsor submits logo/artwork as a .jpg file, the size must be at least 6" at its smallest point and 300 dpi.
- Color artwork is highly encouraged.
- Initial proof will be provided for approval with the option of one revision. Additional revisions will incur a design fee.
- Graphic Services- our graphics team can reproduce your logo at a reduced fee of \$30.00 per hour (typically 2 – 5 hours per logo). LOBB retains the art file. Checks should be made payable to LOBB.
- LOBB offers sponsors a free option which features your company name only. The graphics team will choose a standardized single color font, white background, with a matching frame. Hot link or automatic email included.
- Please make every effort to notify the website team if you add a website, change your site address, or cancel your website. We want to drive customers to your most current internet presence.

### Annual Show Shirt- T-shirt Art

- Logo will be a simplified, single color version of your logo. Size to be determined by total number of sponsors- target is .75-2” square.
- Our graphic artists use the LOBB website footer logo file as the basis for your T-shirt logo.
- A single line of text will be provided for those without a company name embedded within their logo. Please note that the text line will reduce the overall size of your logo on the finished shirt.
- No contact info will be listed.
- Approval of the website footer logo also covers approval of the T-shirt version. No revision process on T-shirts.

❖ Program art, T-shirt art and Banner art is **one** color. Logos for the semi-trailer and the website can be **full** color.