

Go Green! Go Blue! Cooperative Advertising Opportunities with MSU or U of M



Calling all college sports fans! Your agency is invited to participate in a cooperative sponsorship opportunity with Michigan State University or the University of Michigan.

Click the links below to learn more about the sponsorship opportunities, associated costs, and co-op reimbursements.

- [Michigan State University/Michigan Sports Brief](#)
- [University of Michigan](#)

Both sponsorships offer the opportunity to support football, basketball, or hockey throughout Michigan and have the potential to reach thousands of prospective clients.

Don't delay! Participation is on a first-come, first-served basis. To participate, log on to the Agency Marketing Platform (AMP) and complete the sponsorship form by July 7, 2023.

We are looking forward to an exciting sports season with shared brand exposure!

If you have any questions, please email marketing@fmins.com.