Don’t Miss a Game Day Co-Op Opportunity

The college football season starts in early September, and that means it’s game time for Frankenmuth Insurance, too, as we put together our winning team for our Game Day Program co-op opportunities with U-M and MSU.

Each year, we have a one-page ad in the University of Michigan game day program and a two-page ad in the Michigan State University game day program for all home games for football, men’s and women’s basketball and hockey. We feature FI’s partnership with agencies from different areas of the state, along with a strong image that speaks to insurance and the peace of mind that it brings. We are seeking two more agencies to particpate in the U of M program (for a total of three) and four more agencies (for a total of six) to participate in the MSU program.

University of Michigan Details

The total cost for our advertising in the Wolverine game day programs for all four sports is $10,500, an average of $3,500 per agency. Rather than split this 50/50 at $1,750 apiece, FI is pleased to pick up 66% of the cost for this co-op advertising program.

- Total Cost Per Agency: $3,500
- FI Contribution: $2,300
- Your Cost: $1,200

Michigan State Details

The total cost for our advertising in the Spartan game day programs for all four sports is $18,000, an average of $3,000 per agency. Rather than split this 50/50 at $1,500 apiece, FI is pleased to pick up 60% of the cost for this co-op advertising program.

- Total Cost Per Agency: $3,000
- FI Contribution: $1,800
- Your Cost: $1,200

We are so pleased to be able to offer these attractive advertising vehicles to our agency partners and hope you are just as excited as we are.

Please let us know this week if you are interested in participating this year. We will accept new participants on a first-come, first served basis. If you are interested in participating, please email Maureen Lafrinere at maureen.lafrinere@fmins.com. For agencies that plan to participate, invoices will be sent in mid-August.