



# SPONSORSHIP OPPORTUNITIES



**MICHIGAN'S #1 FAMILY EVENT!**

DELICIOUS FOOD - RIDES - CIRCUS - ANIMALS - AGRICULTURE - AND MORE!

**LABOR DAY WEEKEND**

IN NOVI AT THE  SUBURBAN COLLECTION  
SHOWPLACE

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# AMERICAS OLDEST STATE FAIR TRADITION CONTINUES



It has been a spectacular few years of astonishing growth for the Private Entity Michigan State Fair, LLC, as a coalition of highly engaged corporate sponsors, elected officials, business and agriculture leaders, and just great folks have come together to re-imagine and re-establish our treasured annual celebration of Michigan food and family. When the original state fair at 8 Mile and Woodward in Detroit was discontinued by the Governor's office in 2009, it was a very sad moment for everyone involved...but before too long, a spark of an idea was germinating at the Suburban Collection Showplace in Novi. How could we come together as a community and create an annual State Fair with no taxpayer funding? What would it look and feel like? What would the freedom to create a new event allow us to offer, where the old Fair might have been constrained? By 2012, the vision had grown strong enough to stage the first version of the private entity Michigan State Fair, LLC.

The Michigan State Fair, now presented by Ram Trucks, celebrates and supports the state's agriculture, music and tourism industries, showcases many of it's outstanding products-- and offers a family friendly entertainment event for all generations to enjoy together.

The Michigan State Fair believes strongly in returning revenue and support to the community, values shared with our founding partners, the Detroit Moslem Temple Shriners, founders of the first Shrine Circus in 1906. When guests purchase an all-inclusive pass to attend the State Fair, one third of the proceeds are donated to the Shriners, who endlessly support the community, most especially through their dedication to providing support through their Shriners hospitals for children, across the USA.

The Michigan State Fair, LLC, presented by Ram Trucks each year hosts a Children's Charity Preview Evening, prior the Fair opening to the public, welcoming special needs youngsters from across the state, with their families.

This evening also honors the dedication of veterans and active military members, with their families, and in one small way, provides recognition of their commitment and service to the United States of America. Organizations involved include the Shriners Hospitals for Children, Rainbow Connection, Make a Wish Foundation, Gleaners Food Bank, Special Olympics and many more...

On this night, these special children, their families, veterans and active military members with their families, will receive a free sneak peak of the Fair, to enjoy and indulge in traditional carnival treats and unlimited Midway rides. In addition, they are able to enjoy a special performance by the Detroit Shrine Circus.

During the 2018 State Fair over 152,000 people were in attendance. This year's Fair will certainly be Bigger - Better and More Fun! And it will again feature the world's largest circus tent!

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# ABOUT SPONSORSHIP

Joining the community of Michigan State Fair sponsors offers a wonderful opportunity for your business to connect with potential customers on a personal level, experiential event marketing one of the most effective ways to reach a targeted consumer base and help establish brand loyalty. Our audience very much enjoys the sense of community experience and pride in our great state that the State Fair evokes. They feel good about supporting products and making purchases that support the local, regional, and statewide economy.

## REASONS TO SPONSOR

There are many important advantages and benefits to providing support to the Michigan State Fair through corporate sponsorship. Your generous support helps continue the cherished legacy and agricultural traditions that are so integral to the fabric of our state, and also returns significant, high profile visibility for your company.

- Guaranteed visibility through areas web placement, targeted media advertising
- promotional rights- opportunity to drive pre-fair traffic to your business
- Sampling, couponing and display opportunities
- One-on-one contact marketing direct with customers.
- Admission to events and hospitality opportunities for clients and employees
- Show of community support by involvement and participation at "The Michigan State Fair" helping to revive a tradition and participate in Michigans #1 Family Event.

## PARTNERSHIP OPPORTUNITIES

The Michigan State Fair has a wide variety of opportunities to connect to fairgoers, which can be a great value and investment. benefit packages are created to meet your sales, marketing, and public relations goals. we work with you to find the sponsorship opportunity that fits your demographic target market, your goals and your mission. it is our ultimate goal to work with you to find or create the best fit for your company or product.





# SPONSORSHIP BENEFITS

## MEDIA COVERAGE

The Michigan State Fair offers sponsors a wealth of media coverage, including print, broadcast, and web-based. During the MSF, local, regional and national media outlets provided substantial coverage of the Fair. Media partners frequently seek fresh perspectives and voices in the Fair Community, which may offer opportunities to feature your business or product.

## PRESS PREVIEW DAY

Prior to the fair, the media is invited to attend press preview day which is a program held on the fairgrounds that highlights the main events of the upcoming fair. Sponsors are given the opportunity to prepare a release regarding their presence at the MSF that will then be distributed to each member of the media through our media guides on press preview day. Many members of the media create story ideas through press releases issued in the media guides.

## SOCIAL MEDIA

The Michigan State Fair launched a lively social media conversation in early 2013, introducing and sharing great information and success stories from across the state--about our collective successes in agriculture, livestock and equine management, cottage food and beverage industries, farm markets, small business development...and so much more. There are so many terrific accomplishments happening now in Michigan around these topics, it is inspiring to help spread the news! As part of any State Fair sponsorship package, your company will be welcomed to our very enthusiastic social media community--and we will be delighted to help support your business initiatives and promotions through sharing content on our facebook and twitter feeds.



## MARKETING MIX

Sponsorship is an investment and has become an important part of the marketing mix for many organizations. Sponsorship has unique qualities, allowing a sponsor to directly interact with and be in front of a target market. When a sponsor is associated with a positive organization, such as the Michigan State Fair, these interactions can lead to an increase in brand loyalty and brand awareness. We believe that sponsorship is a partnership and we are committed to making your experience with the Michigan State Fair a positive one. We want to work with you to establish objectives for your sponsorship to capitalize on the draw of the Michigan State Fair. By establishing your goals early on, we can better help you leverage your sponsorship so that those goals can be met. We will help you develop creative ways to reach your audience so that your sponsorship can be successful. Sponsorship of the Michigan State Fair not only gets your name in front of potential customers, but allows you and your employees to directly interact with them.



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# PRESENTING SPONSOR

“THE MICHIGAN STATE FAIR PRESENTED BY...”



## EXCLUSIVE BENEFITS

- Presenting Rights “The Michigan State Fair presented by...”
- 500 admission tickets for your use
- Your name and logo in all The Michigan State Fair advertising and promotions
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- Private party during the event
- VIP Party invites (based on sponsorship level)
- Exhibit space for promotional activities (will determine size based on need)
- Selling or sampling rights

## MARKETING BENEFITS

- Display space within the fairgrounds
- Right to use the Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair's website through December of that participating year
- Company name and logo listed in event programs distributed during the event
- Full page ad in the event program distributed during the event
- Guest speaking opportunity at our Media Luncheon
- Signage in the pre-function area
- Year-Round Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substantial weekly impressions throughout the calendar year
- Annual report inclusions (content provided by sponsor)

INVESTMENT  
COMMITTED BY:



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# SUMMERS LAST BLAST SPONSOR

“SUMMERS LAST BLAST PRESENTED BY...”



## EXCLUSIVE BENEFITS

- Presenting Rights “Sumers Last Blast Firework show presented by (Your Name)”
- 350 Fair Admission Tickets
- VIP Party invites (based on sponsorship level)
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- Exhibit space for promotional activities (size determined by needs)
- Selling or sampling rights
- Access to display product, merchandise, etc.. within the midway

## MARKETING BENEFITS

- Full page ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company banner displayed throughout the midway
- Your company name announced before, after and leading up to the firework presentation
- Your company name and logo displayed on all marketing material as the Michigan State Fair Fireworks presenting sponsor
- Logo and link on The Michigan State Fair's website through December of the participating year
- Guest speaking opportunity at Media Luncheon
- Signage in the pre-function area
- Quarterly Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)

INVESTMENT  
AMOUNT: 40,000

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# CARNIVAL MIDWAY SPONSOR

“THE CARNIVAL MIDWAY PRESENTED BY...”



## EXCLUSIVE BENEFITS

- Presenting Rights “The carnival midway presented by (Your Name)”
- 400 Fair Admission Tickets
- VIP Party invites (based on sponsorship level)
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- Exhibit space for promotional activities (size determined by needs)
- Selling or sampling rights
- Access to display product, merchandise, etc.. within the midway



## MARKETING BENEFITS

- Full page ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company banner displayed throughout the midway
- Your company banners displayed on our large welcome to the midway entrance archway
- Logo and link on The Michigan State Fair's website through December of the participating year
- Guest speaking opportunity at our Media Luncheon
- Signage in the pre-function area
- Year-Round Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusions (content provided by sponsor)

INVESTMENT  
AMOUNT: 50,000

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# MICHIGAN PRODUCTS SPONSOR

## “MICHIGAN PRODUCTS PRESENTED BY KROGER”



Michigan produces an astonishing array of products, and what better place and time to showcase them all than the Michigan State Fair. this area offers a wonderful sponsorship opportunity for a Michigan company to showcase their products with pride, and help promote many other Michigan entrepreneurs at the same time Kroger provides this opportunity for so many Michigan companies for fairgoers to see and taste all the wonderful Michigan products.

### EXCLUSIVE BENEFITS

- Presenting Rights “Michigan products presented by kroger”
- 200 Fair Admission Tickets
- VIP Party invites (based on sponsorship level)
- Exhibit space for promotional activities (size determined by needs) electrical included
- Selling or sampling rights

### MARKETING BENEFITS

- Full page ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company banner displayed throughout the fair (banner and/or marketing collateral and signage provided by sponsor)
- Logo and link on The Michigan State Fair’s website through December of the participating year
- Guest speaking opportunity at our Media Luncheon
- Signage in the pre-function area
- Quarterly Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)

INVESTMENT  
COMMITTED BY:



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# PARKING SPONSOR

“STATE FAIR PARKING SPONSORED BY...”



## EXCLUSIVE BENEFITS

- Presenting Rights “Michigan State Fair Parking sponsored by... (Your Name)”
- 300 Fair Admission Tickets
- VIP Party invites (based on sponsorship level)
- Exhibit space for promotional activities (will determine size based on need)
- Your branding on the parking tickets given to every vehicle paying for parking at the Michigan State Fair
- Selling or sampling rights



## MARKETING BENEFITS

- Full page ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company signage displayed throughout the parking lots (signage provided by sponsor)
- Logo and link on The Michigan State Fair’s website through December of the participating year
- Signage in the pre-function area
- Quarterly Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year.
- Annual report inclusion (content provided by sponsor)



INVESTMENT AMOUNT: 25,000

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# SHRINE CIRCUS SPONSOR

“THE SHRINE CIRCUS PRESENTED BY...”



INVESTMENT  
AMOUNT: 25,000

## EXCLUSIVE BENEFITS

- Presenting Rights “The Shrine Circus presented by... (Your Name)”
- 300 Fair Admission Tickets
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- VIP Party invites (based on sponsorship level)
- Exhibit space for promotional activities (will determine size based on need)
- Selling or sampling rights

## MARKETING BENEFITS

- Full page ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company banner displayed throughout the circus tent
- Logo and link on The Michigan State Fair's website through December of the participating year
- Guest speaking opportunity at our Media Luncheon
- Signage in the pre-function area
- Quarterly Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year.
- Annual report inclusion (content provided by sponsor)



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# DAY SPONSORSHIP



## MEDIA BENEFITS

- Ability to video the entertainment area and other State Fair elements and broadcast them via cable network during and after the show (for use on LOD)
- Press Release announcing your business as Day Sponsor
- Ability to hand out materials for Social Media Promotions
- Will pitch to media partners for television/radio interviews the morning before the start of the fair weekend

**INVESTMENT  
AMOUNT: 25,000**

## EXCLUSIVE BENEFITS

- (Your name) as "that day" Sponsor in all press/media promotion
- Guest Interaction- your business agents or staff to welcome guests as wrist banders, greeters, food collectors manning the Gleaners Food Bank Collection Stations
- 100 Ultimate Passes for That specific day
- 20 Invitations to the Charity Preview
- 8 VIP Party Invitations
- Demo Stage - will be given the demonstration stage to program for that day if desired.  
(programming schedule will need to be completed 3 weeks prior to the State Fair for inclusion in fair program and on the website)
- Prominent signage at gates and in entry hall provided with messaging of your choice as long as it mutually agreed upon (signage and marketing materials provided by day sponsor)
- A significant discount for your business that is valid on the day you choose to sponse- this will be the only day that the discount is valid. This can be delivered to your customers or staff members in any manner you would like as long it is mutually agreed upon.
- Ability to pass out small items to patrons, can be light up pins, glow sticks or necklaces, etc. (items to be provided by sponsor)
- Selling or sampling rights
- Exhibit Space to be mutually agreed upon 10x10 with electrical
- Offered first right of refusal for following year

## MARKETING BENEFITS

- Right to use the Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on the website and all advertising
- Sponsor recognition on electronic message board
- Company listing and logo in the official daily programs distributed at the event



# MAIN STAGE SPONSOR

## “THE ASCENSION MAIN STAGE”

### EXCLUSIVE BENEFITS

- Naming Rights, “The Ascension Main Stage”
- 150 Fair Admission Tickets
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- Exhibit space for promotional activities (will determine size based on need)
- Selling or sampling rights
- VIP Party invites (based on sponsorship level)

### MARKETING BENEFITS

- Ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company banner displayed on the main stage (banner provided by Ascension)
- Logo and link on The Michigan State Fair’s website through December of the participating year
- Quarterly Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)



INVESTMENT  
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# MAIN ARENA SPONSOR

## “THE RAM TRUCKS MAIN ARENA”

### EXCLUSIVE BENEFITS

- Naming Rights, “The ram trucks main arena”
- 150 Fair Admission Tickets
- 20x20 exhibit space for promotional activities electrical needs included
- Selling or sampling rights
- VIP Party invites (based on sponsorship level)

### MARKETING BENEFITS

- Ad in the event program distributed during the event
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Your company banner displayed on and around the main arena (banner provided by sponsor)
- Ability to place promotional vehicles or advertisements at the main arena
- Logo and link on The Michigan State Fair’s website through December of the participating year
- Year-Round Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)



INVESTMENT  
COMMITTED BY:



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# STATE FAIR SUPERSTAR SPONSOR

“THE STATE FAIR SUPERSTAR PRESENTED BY PEPSI”



## EXCLUSIVE BENEFITS

- Presenting Rights “The State Fair Superstar Presented by Pepsi”
- 100 Fair Admission Tickets
- Exhibit space for promotional activities (size determined by needs)
- Selling or sampling rights
- VIP Party invites (based on sponsorship level)

## MARKETING BENEFITS

- Ad in the event program distributed during the event
- Banner displayed on the Main stage during the State Fair Superstar performances (banner provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair's website through December of the participating year
- Year-Round Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)

Michigan has an astonishing array of talent and our goal is to provide a venue to showcase Michigan Made Talent while providing family friendly entertainment. All musical types and styles are welcome to apply for a chance to become The Michigan State Fair Superstar.

1 OF 2 INVESTMENTS  
COMMITTED BY:



PARTNERSHIP WITH PEPSI AVAILABLE FOR \$10,000

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# DEMO STAGE SPONSOR

“THE COOKING, COMMODITY, AGRICULTURE  
DEMO STAGE PRESENTED BY...”

## EXCLUSIVE BENEFITS

- Presenting Rights “The cooking, commodity, agriculture demo stage presented by...”
- 100 Fair Admission Tickets
- Exhibit space for promotional activities (size determined by needs)
- VIP Party invites (based on sponsorship level)
- Selling or sampling rights

## MARKETING BENEFITS

- Ad in the event program distributed during the event
- Banner displayed on the demo stage during the entire fair weekend (banner provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair’s website through December of the participating year
- Quarterly Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)



CO- SPONSOR WITH  
INVESTMENT AMOUNT: 15,000

  
OAKLAND COUNTY  
FARM BUREAU

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# CELEBRATION BEER GARDEN SPONSOR

“THE CELEBRATION BEER GARDEN PRESENTED BY...”

## EXCLUSIVE BENEFITS

- Presenting Rights “The celebration beer garden presented by...”
- 100 fair admission tickets
- Exhibit space for promotional activities (size determined by needs)
- Educational presentations about your products and displays in the pavilion as determined by your needs
- VIP Party invites (based on sponsorship level)
- Selling or sampling rights

## MARKETING BENEFITS

- Ad in the event program distributed during the event
- Banner displayed in the celebration beer garden (banner provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair's website through December of the participating year
- Quarterly Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)

INVESTMENT  
AMOUNT: 15,000



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# INTERIOR TINY TOTVILLE SPONSOR

“THE INTERIOR TINY TOTVILLE PRESENTED BY...”



## EXCLUSIVE BENEFITS

- Presenting Rights “The tiny toville presented by...”
- 100 Fair Only Admission tickets
- Exhibit space for promotional activities (size determined by needs)
- Educational presentations about your products and displays in the tiny totville as determined by space
- VIP Party invites (based on sponsorship level)
- Selling or sampling rights

## MARKETING BENEFITS

- Ad in the event program distributed during the event
- Banner displayed in the Tiny Totville (banner provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair’s website through December of the participating year
- Quarterly through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year
- Annual report inclusion (content provided by sponsor)



INVESTMENT  
AMOUNT: 15,000

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# BEGINNING OF LIFE SPONSOR

"THE BEGINNING OF LIFE PRESENTED BY MICHIGAN FOUNDATION FOR AGRICULTURE"



## EXCLUSIVE BENEFITS

- Presenting Rights "The beginning of life presented by pepsi"
- 100 Fair Admission Tickets
- Exhibit space for promotional activities (size determined by needs)
- Selling or sampling rights
- VIP Party invites (based on sponsorship level)

## MARKETING BENEFITS

- Ad in the event program distributed during the event
- Banner displayed on or around the beginning of life display (banner provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair's website through December of the participating year
- Year-Round Social Media support and sponsor recognition through Facebook and twitter platforms, which generate substation weekly impressions throughout the calendar year. Mobile Application Advertising

Many State Fair organizers across the country attempt to pre-plan livestock breeding schedules in order to have live births occur during their events, for education and to enhance the Fair experience for attendees. It is the belief of our Livestock management experts after years of observation that this practice is often very stressful for both the mother and babies, so the Michigan State fair has taken a different approach. Beginning with the 2013 Fair, our "Beginning of Life" exhibits displayed very young animals, but not newborns, which worked very well for all involved.

INVESTMENT  
COMMITTED BY:



MICHIGAN FOUNDATION FOR  
AGRICULTURE

[mifoundationforagriculture.org](http://mifoundationforagriculture.org)

[WWW.MICHIGANSTATEFAIRLLC.COM](http://WWW.MICHIGANSTATEFAIRLLC.COM)



# CONTEST CENTRAL SPONSOR

## “THE PEPSI CONTEST CENTRAL STAGE”



### EXCLUSIVE BENEFITS

- Presenting Rights “The Pepsi Contest Central stage”
- 50 Fair Admission Tickets
- VIP Party invites (based on sponsorship level)
- 50 Ultimate Wristbands
- Branding at the Pepsi contest central stage (banners, marketing material provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair website

### MARKETING BENEFITS

- Space near the contest central stage (if desired)
- Branding on the Contest Central stage (branding materials provided by sponsor)
- Company listing and logo in the official daily programs distributed across the event
- Logo on all printed materials as space allowed
- Listed into Press Releases where Sponsors are mentioned

INVESTMENT  
COMMITTED BY:



pepsi

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# ROCK N' ROLL K9'S SPONSOR

“THE ROCK N' ROLL K9'S PRESENTED BY...”

ROCK -N- ROLL  
K-9'S



PERFORMANCE TEAM

## EXCLUSIVE BENEFITS

- 50 Fair Admission Only Tickets
- Tickets to VIP Reception on Wednesday, August 29 2018
- 50 Ultimate Wristbands
- Branding at show location provided by you
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair website
- Sponsor mention prior to each performance (3 per day)

## MARKETING BENEFITS

- 10x10 booth in the exhibition hall (if desired) electrical included
- Branding around the RRK9 show space (branding provided by sponsor)
- Company listing and logo in the official daily programs distributed across the event
- Logo on all printed materials as space allowed
- Listed into Press Releases where Sponsors are mentioned



INVESTMENT AMOUNT: 10,000

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# COMMUNITY & CULTURAL STAGE SPONSOR

## “THE ... COMMUNITY & CULTURAL STAGE”



### EXCLUSIVE BENEFITS

- Presenting Rights “The (your name) Community & Cultural Stage..”
- 50 Fair Only Admission Tickets
- VIP Party invites (based on sponsorship level)
- 50 Ultimate Wristbands
- Branding at the community & cultural stage (banners, marketing material provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair website

### MARKETING BENEFITS

- 10x10 booth in the exhibition hall (if desired) electrical included
- Company listing and logo in the official daily programs distributed across the event
- Logo on all printed materials as space allowed
- Listed into Press Releases where Sponsors are mentioned



INVESTMENT  
AMOUNT: 10,000

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# RACING PIGS SPONSOR

“THE RACING PIGS PRESENTED BY....”



## EXCLUSIVE BENEFITS

- Presenting Rights “The sungloe services racing pigs”
- 50 Fair Only Admission Tickets
- VIP Party invites (based on sponsorship level)
- 50 Ultimate Wristbands
- Branding at the racing pigs arena (banners, marketing material provided by sponsor)
- Right to use The Michigan State Fair name and logo for advertising and promotional purposes
- Logo and link on The Michigan State Fair website

## MARKETING BENEFITS

- 10x10 booth in the exhibition hall (if desired) electrical included
- Company listing and logo in the official daily programs distributed across the event
- Logo on all printed materials as space allowed
- Listed into Press Releases where Sponsors are mentioned

INVESTMENT  
AMOUNT: \$10,000



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# CONTACT US TODAY

TO BE A PART OF SOMETHING BIGGER - BETTER & MORE FUN!

**MICHIGAN'S #1 FAMILY EVENT!**



**STEVE MASTERS**

EXECUTIVE DIRECTOR

[SMASTERS@MICHIGANSTATEFAIRLLC.COM](mailto:SMASTERS@MICHIGANSTATEFAIRLLC.COM)

248-348-6942

**BLAIR BOWMAN**

MANAGER

[BBOWMAN@MICHIGANSTATEFAIRLLC.COM](mailto:BBOWMAN@MICHIGANSTATEFAIRLLC.COM)

248-348-6942

## LABOR DAY WEEKEND

IN NOVI AT THE  SUBURBAN COLLECTION  
SHOWPLACE

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