



NORTHWESTERN MICHIGAN FAIR SPONSORSHIP



NORTHWESTERN MICHIGAN FAIR
3606 Blair Town Hall Rd
Traverse City, MI 49685

NORTHWESTERN MICHIGAN FAIR ASSOCIATION

- **Grand Champion Sponsor: \$10,000**

- Your company name/logo on all printed advertisements, which includes posters, brochures, banners and news releases.
- Social Media release announcing sponsorship
- Mention on radio interviews
- Prominent signage on the fairgrounds
- Naming rights and signage for a specific event, or a theme day during the fair with the availability to distribute coupons or promotional material.
- At least 4 announcements mentioned daily
- Logo/link on Northwestern Michigan Fair website/Social Media
- 8 Daily admission tickets
- 15 Grandstand tickets for guests and/or employees
- 4 Weekly passes
- 10x10 exhibition space
- Listed in all post-fair thank you ads
- Social Media Mention/Tags

- **Blue Ribbon Sponsor: 5,000 to \$7,500**

- Your company name/logo on all printed advertisements, which includes posters & brochures.
- Name listed on sponsor signage on Fairgrounds
- Social Media release announcing sponsorship
- Naming rights and signage for a specific event, or a theme day during the fair with the availability to distribute coupons or promotional material.
- At least 2 announcements mentioned daily
- Logo/link on Northwestern Michigan Fair website/Social Media
- 6 Daily admission tickets
- 10 Grandstand tickets for guests and/or employees
- 2 Weekly passes
- Listed in all post-fair thank you ads
- Social Media Mention/Tags

- **Red Ribbon Sponsor: \$2,500**

- Your company name/logo on all printed brochures.
- Name listed on sponsor signage on Fairgrounds
- Social Media release announcing sponsorship
- At least 2 announcements mentioned daily
- Logo/link on Northwestern Michigan Fair website/Social Media
- 4 Daily admission tickets
- 5 Grandstand tickets for guests and/or employees
- 2 Weekly passes
- Listed in all post-fair thank you ads
- Social Media Mention/Tags

- **White Ribbon Sponsor: \$2,000**
 - 2 announcements mentioned daily
 - Name listed on sponsor signage on Fairgrounds
 - Logo/link on Northwestern Michigan Fair website/Social Media
 - 4 Daily admission tickets
 - 2 Weekly passes
 - Listed in all post-Fair thank you ads

- **Yellow Ribbon Sponsor: \$1,500**
 - Name listed on sponsor signage on Fairgrounds
 - 2 announcements mentioned daily
 - Logo/link on Northwestern Michigan Fair website/Social Media
 - 6 Daily admission tickets
 - Listed in all post-Fair thank you ads

- **Green Ribbon Sponsor: \$500 and up**
 - Kids' & Special Kids' Day, Pancake Breakfast, Veteran's Memorial & Ice Cream Social, and Vows with the Cows
 - Logo/Link on Northwestern Michigan Fair Website/Social Media
 - Logo on printed brochure
 - Logo Banner placement at Northwestern Michigan Fair Main Gate.
 - Listed in all post Fair Thank You ads.
 - Recognition during event.
 - 4 Daily admission tickets

- **General Sponsorship Benefits: \$250**
 - Logo/Link on Northwestern Michigan Fair Website/Social Media
 - Logo on printed brochure
 - Logo Banner placement at Northwestern Michigan Fair Main Gate
 - Listed in all post Fair Thank You ads.
 - Recognition during event.
 - 2 Daily Admission Tickets

- **Grandstand Sponsor- Package varies per event: \$500 to \$10,000 (Subject to change)**

- Logo/Link on Northwestern Michigan Fair Website/Social Media
- Logo on printed and promotional & press materials
- Logo Banner placement at Northwestern Michigan Fair Main Gate and Pit Gate
- Listed in all post Fair Thank You ads.
- Social Media release announcing sponsorship
- Mention on radio interviews
- Recognition during event.
 - Sunday August 9th: TNT Demo Figure 9
 - Monday August 10th: West Michigan Pullers Truck and Tractor Pulls
 - Tuesday August 11th: Pit Bike Races with Northern Power Race Park
 - Wednesday August 12th: Lawn Mower Races
 - Thursday August 13th: Tough Trucks
 - Friday August 14th: TNT Bump and Run/Demo Derby
 - Saturday August 15th: Twisted P Rodeo

- **NEW SPONSORSHIP OPPORTUNITIES! Unlimited amount per barn!**

- For Example: Pen fees, barn upgrades, barn supplies, etc...
 - Rabbit/ Cavy Barn
 - Llama Barn
 - Goat Barn
 - Lamb Barn
 - Large Beef/Dairy Barn
 - Dairy Feeder/ Jr. Beef Barn
 - Horse Barn
 - Swine Barn
 - Poultry Barn
 - Draft Horse
 - Fitch Building
 - Evelyn Heim Building
 - Restrooms
 - Parking lot improvements
 - Food Booth
 - Museum

Date: _____

Contact Name: _____

Business Name: _____

Address: _____

City: _____

State: _____ **Zip:** _____

Email: _____

Website: _____

Sponsorship Package: _____

Events Sponsoring: _____

Return to:
Northwestern Michigan Fair
Attn: Carolyne Woodhams
P.O. Box 327
Grawn, MI. 49637

Office Use Only
Credit Card: Visa, MC, Discover. Cash or Check

Card Number: _____

Amount Paid: _____