



## **NORTHWESTERN MICHIGAN FAIR ASSOCIATION**



- Grand Champion Presenting Sponsor Benefits: - \$10,000 (Limited to one business only)**
  - Top placement linked logo on [www.northwesternmichiganfair.net](http://www.northwesternmichiganfair.net) home page
  - Your business description, linking logo and text on our website Sponsor page
  - Logo on printed and promotional & press materials (If Printing allows)
  - Complimentary 20 x 20 booth in prominent Fair location
  - Prominent Logo Banner placement at Northwestern Michigan Fair Main Gate
  - Full page ad in Premium Book (If Printing allows)
  - Company Name and Logo on Staff Golf Carts that roam the grounds during the fair
  - Visibility at our Pre-Festival promotional events
  - Tickets for sponsor guests, customers and employees for a Grandstand Event.
  - Weekly Gate Passes
  - Listed in all post Fair Thank you ads
  - Naming rights and signage for a specific event during the Fair with the ability to distribute coupons or promotional material.
  
- Reserve Grand Champion Presenting Sponsor Benefits: \$7500 (limited to one business only)**
  - Top placement linked logo on [www.northwesternmichiganfair.net](http://www.northwesternmichiganfair.net) home page
  - Your business description, linking logo and text on our website Sponsor page
  - Logo on printed and promotional & press materials (If printing allows)
  - Complimentary 10 x 20 booth in prominent Fair location
  - Logo Banner placement at Northwestern Michigan Fair Main Gate
  - Half page ad in Premium Book (If Printing allows)
  - Visibility at our Pre-Festival promotional events
  - Tickets for sponsor guests, customers and employees for a Grandstand Event.
  - Weekly Gate Passes
  - Listed in all post Fair Thank you ads
  - Naming rights and signage for a specific event during the Fair with the ability to distribute coupons or promotional material.
  
- White Ribbon Sponsor Benefits: \$5000**
  - Linked logo on [www.northwesternmichiganfair.net](http://www.northwesternmichiganfair.net) home page
  - Your business description, linking logo and text on our website Sponsor page
  - Logo on printed and promotional & press materials (If printing allows)
  - Complimentary 10 x 10 booth
  - Logo Banner placement at Northwestern Michigan Fair Main Gate
  - Quarter page ad in Premium Book (If Printing allows)
  - Visibility at our Pre-Festival promotional events
  - Daily Gate Passes
  - Listed in all post Fair Thank you ads
  - Naming rights and signage for a specific event during the Fair with the ability to distribute coupons or promotional material.

- ***Pink Ribbon Sponsor Benefits: \$2500***
  - Linked logo on [www.northwesternmichiganfair.net](http://www.northwesternmichiganfair.net) home page
  - Your business description, linking logo and text on our website Sponsor page
  - Logo on printed and promotional & press materials (If Printing allows)
  - Logo Banner placement at Northwestern Michigan Fair Main Gate
  - An ad in Premium Book (If Printing allows)
  - Visibility at our Pre-Festival promotional events
  - Daily Gate Passes
  - Listed in all post Fair Thank you ads
  - Naming rights and signage for a specific event during the Fair with the ability to distribute coupons or promotional material.
  
- ***Yellow Ribbon Sponsor Benefits: \$1000***
  - Your business description, linking logo and text on our website Sponsor page
  - Logo on printed and promotional & press materials (If Printing allows)
  - Logo Banner placement at Northwestern Michigan Fair Main Gate
  - Daily Gate Passes
  - Listed in all post Fair Thank you ad
  
- ***Event Sponsor Benefits: \$500***
  - Family Day, Veteran's/Senior Day, 4H Day, Kids' & Special Kids' Day, Agriculture Day, Pancake Breakfast, Draft Horse & Driving Show, Homemaker of the Year, Veteran's Memorial & Ice Cream Social, Queens Pageant
  - Logo and text on our website Sponsor page
  - Logo on printed and promotional & press materials (if Printing allows)
  - Logo Banner placement at Northwestern Michigan Fair Main Gate
  - Daily Gate Passes
  - Listed in all post Fair Thank you ads
  - Attachment to daily television/radio promotions for the event.
  - Name/logo recognition in the official schedule (if printing allows)
  - On site signage
  - Recognition during event
  
- ***General Sponsorship: \$250***
  - Logo and text on website sponsor page
  - Logo on printed and promotional & press materials (if Printing allows)
  
- ***Grandstand Sponsor – Package varies per event: \$500 to \$5,000***
  - Horse pulls
  - Monster Trucks
  - Tough Truck
  - Mud Run with Auto barrel racing
  - Lawn Mower Races
  - Night of Destruction Demolition Derby
  - Super Kicker Rodeo

Business Name:

\_\_\_\_\_

Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship package \_\_\_\_\_

Events Sponsoring \_\_\_\_\_

Return to:

Northwestern Michigan Fair  
3606 Blair Townhall Rd.  
Traverse City, MI 49685

Check Amount: \$ \_\_\_\_\_ # \_\_\_\_\_

Office Use Only

Credit Card: Visa, MC, Discover

Card # \_\_\_\_\_ Amount Paid: \_\_\_\_\_

Exp. \_\_\_\_/\_\_\_\_ CW2 #: \_\_\_\_\_ (3 digits on back of card)