



800 Livingston * P.O. Box 633
Bay City, MI 48707-633
(Office) 989-895-3744
baycountyfair@yahoo.com
www.baycountyfair.com

154th Bay County Fair & Youth Exposition – August 6 – 10, 2019

Dear Business Owner/Manager,

The Bay County Fair and Youth Exposition (BCFYE) has been in existence for 154 years. Through sponsorships provided by businesses in our community, the BCFYE has received the resources to maintain the success of the fair. We could not do this without your generosity and willingness to share ownership in the fair. Your enthusiasm and fair spirit has helped to make the Bay County Fair and Youth Expo a fair that everyone can enjoy and where families make memories! Our community is proud to help support our organization through sponsorships, volunteerism, and patronage.

BCFYE board aims to build a fair that showcases the county's agriculture as well as being of interest to all county residents. Throughout the year, we host horse shows and car races. Our horse shows are open to the public, in which we have youth and adults participating. During the week of fair, we have several events that are showcased. Over 15,000 people visit our Fairgrounds to enjoy horse shows, car races, midway rides & attractions, local vendors, youth projects – livestock, horse, and still, truck and tractor pulls, company picnics, youth pavilion, and more. Our Board of Directors is a group of volunteers who spend numerous hours to bring a family friendly fair to our community. We are very proud to be able to continue planning our annual fair, and look forward to our 154th Bay County Fair and Youth Exposition for 2019.

We encourage you to review the various sponsorship/advertising opportunities. Your commitment as early as possible will assure your logo placement in the premium book and the fair brochure. With your partnership, the Bay County Fair and Youth Expo will become stronger and better than ever.

To discuss your level of sponsorship or advertising opportunities, please contact me at 989-895-3744. We are open to making a sponsorship package that works best for your company.

Again, we sincerely appreciate your partnership and support.

Sincerely,

Mary Jo Brandt

Mary Jo Brandt
President, Board of Directors



800 Livingston * P.O. Box 633
Bay City, MI 48707-633
(Office) 989-895-3744
baycountyfair@yahoo.com

2019 SPONSORSHIP PACKAGES

Grand Champion - \$10,000

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- Company name included in radio advertising
- Banner, provided by sponsor, hung at Grand Stands during week of fair
- Company name announced during Grand Stand Events throughout 2019
- 100 Grand Stand tickets and 50 parking passes
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at Grand Stand events during fair week.
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week.

Reserve Champion - \$7,500

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- Banner, provided by sponsor, hung at Grand Stands during week of fair
- 75 Grand Stand tickets and 35 parking passes
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at Grand Stand events during fair week.
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week

Champion - \$5,000

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- Banner, provided by sponsor, hung at Grand Stands during week of fair
- Company name announced during Grand Stand Events during fair week.
- 50 Grand Stand tickets and 25 parking passes
- Opportunity to distribute promotional items at Grand Stand events during fair week.
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week

Blue Ribbon - \$ 2,500

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- Banner, provided by sponsor, hung at Grand Stands during week of fair
- 30 Grand Stand tickets and 15 parking passes
- Opportunity to distribute promotional items at one Grand Stand event during fair week.
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week

Red Ribbon - \$1,000

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- 20 Grand Stand tickets and 10 parking passes
- Opportunity to distribute promotional items at one Grand Stand event during fair week.
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week

White Ribbon - \$500

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- 10 Grand Stand tickets and 5 parking passes
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week

Theme Day Sponsorships \$1,000 (Only one sponsor per day)

Tuesday: Safety Day
Wednesday: Senior Day
Thursday: Agriculture Day
Friday: 4-H Day
Saturday: Hero's Day

- Sponsor provided banner to hang at entrance the day sponsored
- Name and logo included in promotional materials and sponsorship boards
- Indoor 10 x 10 spot in the Merchants Building the day sponsored

Other Sponsorships

Petting Farm

\$ 1,000 - Your Banner placed at the area all week.

Midway Event (Exotic Animals)

\$ 1,000 - Your Banner placed at the area all week.

Activity Pavilion or Pedal Pullers Competition

\$ 500 - Your Banner placed in the activity pavilion area all week.

Pie Contest or Scavenger Hunt

\$ 400 - Company Logo included on entry form.

Grandstand Sponsor

\$ 250 - Purchase 25 Grandstand tickets, provide us with a banner or sign, and it will be displayed in the Grandstand area during the week of fair.

2019 PREMIUM BOOK ADVERTISING OPTIONS

The BCFYE publishes a Premium Book each year. The Premium Book is filled with a variety of information for the community. The 4-H and Open Classes are listed along with guidelines, premiums and judging schedules for Still, Livestock, and Horse Projects. The Premium Book is used as our main printed advertising that includes the schedule of events for our county fair. These informative books are distributed to area libraries, stores, senior centers, and more. We also provide a copy on our website, www.baycountyfair.com. If you would like to advertise in our Premium Book, we have the following options available:

\$30.00 for a Business Card Size Ad

\$60.00 for a Quarter Page Ad

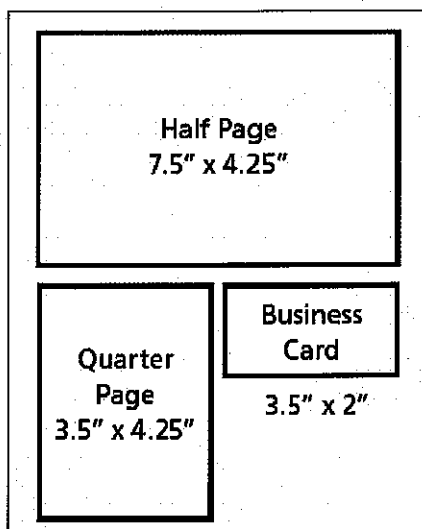
\$120.00 for a Half Page Ad

\$240.00 for a Full Page Ad

\$300.00 Inside Front or Back Cover

Please be sure to provide a hard copy of your ad or email the artwork to baycountyfair@yahoo.com by May 1, 2019.

Full Page – 7.5 x 10





800 Livingston * P.O. Box 633
 Bay City, MI 48707-633
 (Office) 989-895-3744
 baycountyfair@yahoo.com

2019 Sponsorship/Advertising Pledge Form

Business Name: _____ Contact Person: _____

Address: _____

Phone Number: _____ Email Address: _____

Please indicated the sponsorship level and/or advertising options

General Sponsorships

\$10,000 Grand Champion _____
 \$ 7,500 Reserve Champion _____
 \$ 5,000 Champion _____
 \$ 2,500 Blue Ribbon _____
 \$ 1,000 Red Ribbon _____
 \$ 500 White Ribbon _____

Other Sponsorships

\$ 400 Scavenger Hunt _____
 \$ 400 Pie Baking Contest _____
 \$ 500 Activity Pavilion _____
 \$ 500 Pedal Pullers _____
 \$ 1,000 Petting Farm _____
 \$ 1,000 Exotic Animals _____
 \$ 250 Grandstand Sign _____
 w/25 tickets _____
 \$ _____ Other _____

Theme Day Sponsorships (Only one sponsor per day)

\$ 1,000 Tuesday, August 6, Safety Day _____
 \$ 1,000 Wednesday, August 7, Senior Day _____
 \$ 1,000 Thursday, August 8, Agriculture Day _____
 \$ 1,000 Friday, August 9, 4-H Day _____
 \$ 1,000 Saturday, August 10, Hero's Day _____

Premium Book Advertising

\$30.00 for a Business Card Size Ad _____
 \$60.00 for a Quarter Page Ad _____
 \$120.00 for a Half Page Ad _____
 \$240.00 for a Full Page Ad _____
 \$300.00 Inside Front or Back Cover _____

Please complete the form and return to the address above. This agreement will be authorized and returned to you as verification of your sponsorship participation. Please provide payment made payable to Bay County Fair and Youth Exposition, and a copy of your company logo by May 1, 2019. Please indicate if an invoice is needed _____. Logos and Advertisements can be hard copy or e-mailed to baycountyfair@yahoo.com

Thank you for supporting the BCFYE. We are a 501(c)3 non-profit organization.

 Mary Jo Brandt, President
 Bay County Fair & Youth Exposition

 Date

 Sponsor's Signature

 Date