



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

www.baycountyfair@yahoo.com * www.baycountyfair.com

153rd Bay County Fair & Youth Exposition – August 7 – 11, 2018

Dear Business Owner/Manager,

The Bay County Fair and Youth Exposition (BCFYE) has been in existence for 153 years. We have been able to succeed all these years through having such strong community support. Our community is proud to help support our organization through sponsorships, volunteerism, and patronage. BCFYE showcases our local agriculture and youth involved in a variety of still projects and livestock projects.

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, figure 8 car races, and bump & grind 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, 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 153rd Bay County Fair and Youth Exposition for 2018.

Attached are Sponsorship and Advertising opportunities that are available. We have some exciting events planned for this summer. We look forward to showcasing our area's agriculture and youth projects, as well as offering family friendly entertainment. There will be themed days this year: Family Day, Senior Day, Agriculture Day, 4-H Day, and Armed Forces Day. Please visit our website: www.baycountyfair.com to view our upcoming events.

After reviewing the information, please call me if you have any questions or alternate sponsorship requests. We are open to making a sponsorship package that works best for your company.

Thank you for your consideration,

Sincerely,

Mary Jo Brandt

Mary Jo Brandt
President, Board of Directors



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2018 SPONSORSHIP PACKAGES

PLATINUM LEVEL - \$10,000

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- Company name included in TV and radio advertising
- Banner, provided by sponsor, hung at Grand Stands during week of fair
- Company name announced during Grand Stand Events throughout 2017
- 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.

TITANIUM LEVEL - \$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

GOLD LEVEL - \$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

SILVER LEVEL - \$ 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
- 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

BRONZE LEVEL - \$1,000

- Sponsor's logo & company name included in promotional materials and sponsorship boards
- 20 Grand Stand tickets
- 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

COPPER LEVEL - \$500

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

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

Tuesday: Family Day

Wednesday: Senior Day

Thursday: Agriculture Day

Friday: 4-H Day

Saturday: Armed Forces 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

Pie Contest or Scavenger Hunt

\$ 400 - Company Logo included on entry form.

Activity Pavilion or Pedal Pullers Competition

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

Petting Farm

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

Midway Event (Wild World of Animals)

\$ 2,000 - Your Banner placed at the area all week.

2018 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

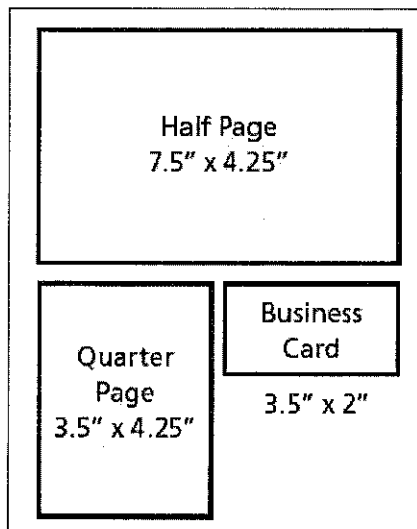
\$120.00 for a Half Page Ad

\$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, 2018.

Full Page - 7.5 x 10



ADDITIONAL ADVERTISING OPTION - \$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.



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2018 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 Platinum Level _____
 \$ 7,500 Titanium Level _____
 \$ 5,000 Gold Level _____
 \$ 2,500 Silver Level _____
 \$ 1,000 Bronze Level _____
 \$ 500 Copper Level _____

Other Sponsorships

\$ 400 Scavenger Hunt _____
 \$ 400 Pie Baking Contest _____
 \$ 500 Activity Pavilion _____
 \$ 500 Pedal Pullers _____
 \$ 1,000 Petting Farm _____
 \$ 2,000 Wild World of Animals _____
 \$ _____ Other _____

Theme Day Sponsorships (Only one sponsor per day)

\$ 1,000 Tuesday, August 7, Family Day _____
 \$ 1,000 Wednesday, August 8, Senior Day _____
 \$ 1,000 Thursday, August 9, Agriculture Day _____
 \$ 1,000 Friday, August 10, 4-H Day _____
 \$ 1,000 Saturday, August 11, Armed Forces 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 _____

Other Advertising

\$250 Grandstand Sign w/ 25 tickets _____

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, 2018. 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
 Bay County Fair & Youth Exposition
 President

 Date

 Sponsor's Signature

 Date