



SPONSORSHIP OPPORTUNITIES

Michigan's #1 Family Event! - Labor Day Weekend

S SUBURBAN COLLECTION
SHOWPLACE



WWW.MICHIGANSTATEFAIRLLC.COM



248-348-6942

OUR MISSION



The Michigan State Fair, LLC, is a private enterprise that continues to grow and evolve, based on the legacy of the original Michigan State Fair, which debuted in 1849.

The original event was one of the first statewide Fairs to emerge in the continental USA. The State Fair moved to the Fairgrounds at Eight Mile Road and Woodward Avenue in 1905, and was staged there until 2009, when it was discontinued by a resolution of the state government, due to ongoing budget issues.

Following several years of exploratory discussions amongst local leaders and elders in the state agriculture industry, a new Michigan State Fair business model began to emerge; the only one of its kind in North America. The 2013 Michigan State Fair was produced as a private entity at the Suburban Collection Showplace in Novi, with zero taxpayer funding, and Fifth Third Bank was the title sponsor. Since that time, the Michigan State Fair,

A Private Entity, LLC, has continued to grow, year after year, increasing the acreage of the Michigan State Fairgrounds to accommodate continued expansion. The event has become a highly anticipated annual celebration of the state's grand farming heritage and burgeoning agricultural economy.

The Michigan State Fair, LLC, most recently presented by Ram Trucks, is devoted to the ongoing development and support of agriculture, business entrepreneurship, and family entertainment, while preserving the legacy and beloved traditions of the original State Fair.

This privately produced event carries forward all of the positive aspects of past Fairs, including substantial positive economic impact, with major charitable and community benefits, all with no burden to the taxpayer.



WHY SPONSOR?

Your company's 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.

DIRECT CONSUMER MARKETING COUPONING - SAMPLING



© Lady Di

DISPLAYS - VISIBILITY PROMOTIONAL RIGHTS



© Lady Di

VIP EVENTS COMMUNITY OUTREACH

Associate your brand with a show of Community support by being involved at the Michigan State Fair, helping to revive a tradition and participate in Michigans #1 Family Event.

EVENT OVERVIEW

Success
BY THE NUMBERS

2021 TOTAL ATTENDANCE

286,740

CHARITABLE & COMMUNITY ORGANIZATION GIVEBACK TO DATE

\$4,176,000

2021 GIVEBACK TO COMMUNITY

\$857,000

YOUTH SCHOLARSHIPS AWARDED TO DATE

495

PEOPLE FROM

40
STATES
WERE OUR GUESTS

ALABAMA
ARKANSAS
ARIZONA
CALIFORNIA
COLORADO
CONNECTICUT
DELAWARE
FLORIDA
GEORGIA

HAWAII
IDAHO
ILLINOIS
INDIANA
KANSAS
KENTUCKY
LOUISIANA
MAINE
MARYLAND

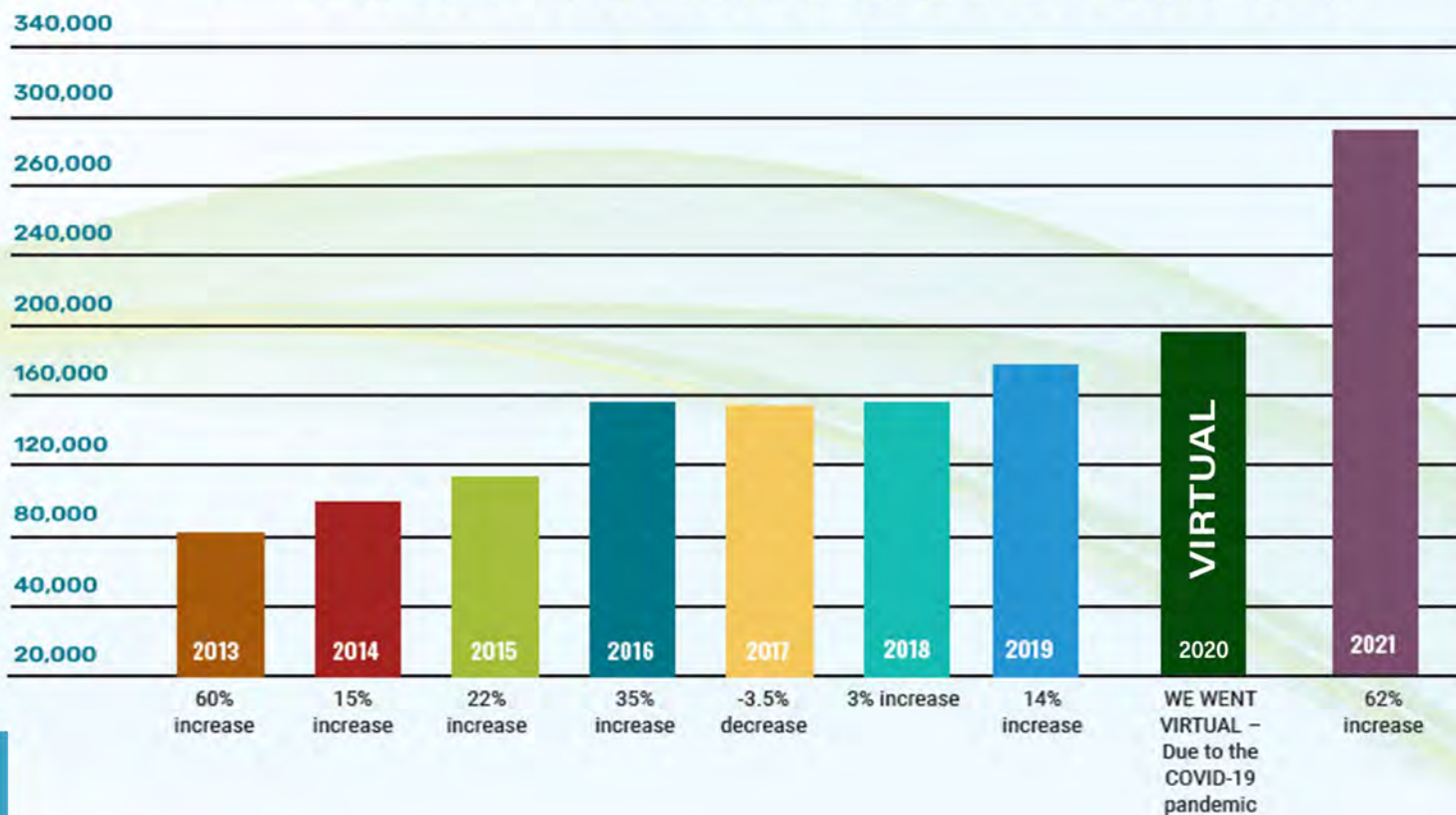
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NORTH CAROLINA
NORTH DAKOTA
NEW JERSEY
NEW MEXICO

NEVADA
NEW YORK
OHIO
OKLAHOMA
OREGON
PENNSYLVANIA
SOUTH CAROLINA
TENNESSEE
TEXAS

UTAH
VERMONT
VIRGINIA
WASHINGTON
WISCONSIN
WEST VIRGINIA

&
CANADA
ITALY

YEARLY ATTENDANCE INCREASES



@ THE MICHIGAN STATE FAIR LLC



43,441
FOLLOWERS

@MICHIGANSTATEFAIR



1,181
FOLLOWERS

@MISTATEFAIR1

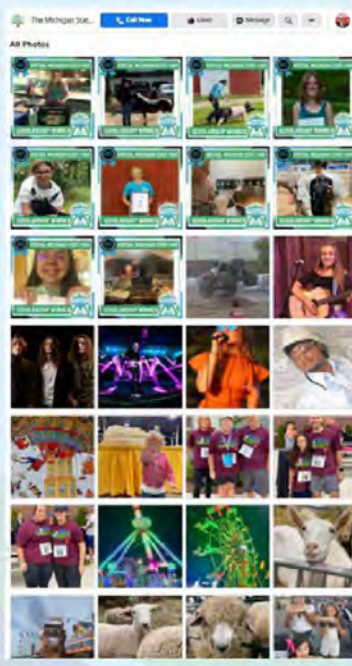
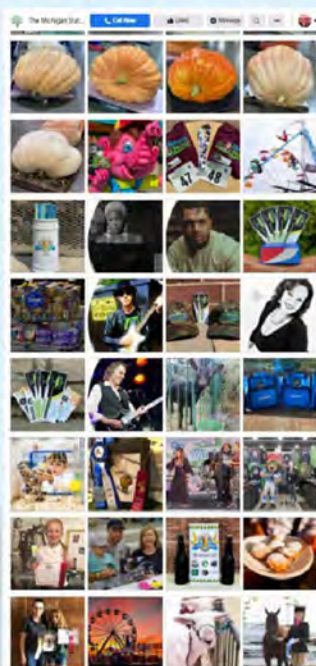


1,329
FOLLOWERS

425,000 UNIQUE IMPRESSIONS
DURING OUR 2021 EVENT



The Michigan State Fair social media community expanded significantly in 2021, now topping 46,000 fans as of Labor Day Weekend. The social media following for the fair continues to be active and highly engaged, centered upon the demographic of young women 25-49, and parents of young children.



**All sponsors will
receive the benefits below
in addition to the exclusive
benefits on the pages to follow**

Sponsor Benefits

- ❑ Selling or sampling rights
- ❑ Admission tickets
- ❑ VIP Friends of the Fair/Charity Preview Tickets
- ❑ 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
- ❑ Advertising space and company logo featured in the event program distributed during the event
- ❑ Year-Round Social Media Coverage and sponsor recognition
- ❑ Annual report inclusions (content provided by your company)



CUSTOM SPONSORSHIP PACKAGE

**DESIGNED TO MEET YOUR
SALES, MARKETING, AND
PUBLIC RELATIONS GOALS**

**INFO@MICHIGANSTATEFAIRLLC.COM
WWW.MICHIGANSTATEFAIRLLC.COM**

2023 PRESENTING SPONSOR



Michigan
STATE FAIR
PRESENTED BY

YOUR LOGO HERE

Exclusive Benefits

- Naming Rights "The Michigan State Fair presented by your company"
- Company logo included in the official Michigan State Fair logo
- Michigan State Fair logo with your company logo included in all advertising, promotions, uniforms, signage, etc...
- Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- Premium media features leading up to and during the fair
- Ability to host private VIP party during the fair
- Custom display or signage in the pre-function area of the venue throughout the year



Investment Amount:

\$175,000

CARNIVAL MIDWAY SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- Naming Rights Carnival Midway presented by “your company”
- Company branding/banner displayed on our large “Welcome to the Midway” entrance archway
(banner provided by sponsor)
- Recognized as a Platinum Sponsor of the Michigan State Fair
- Access to display brand, product and merchandise within the carnival midway
- Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- Premium media features leading up to and during the fair
- Ability to display signage throughout the carnival midway
(signage provided by sponsor)



Investment Amount:
\$50,000

FEEDING MICHIGAN FAMILIES SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Kroger recognized as a Platinum Sponsor of the State Fair
- ❑ Early discounted ticket sales at Southeast Michigan Kroger locations, \$2.00 goes back to Kroger to help feed Michigan Families
- ❑ Canned goods and non-perishables collected during the fair at the entrance to be given to Michigan's low income families
- ❑ Recognized as a Platinum Sponsor of the Michigan State Fair
- ❑ Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- ❑ Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- ❑ Premium media features leading up to and during the fair
- ❑ Custom display or signage in the pre-function area of the venue throughout the year



*Investment
Committed by:*



SHRINE CIRCUS SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ▣ Presenting Rights Shrine Circus presented by "your company"
- ▣ Company banner or branding displayed on interior and exterior of the circus tents
(banners provided by sponsor)
- ▣ Ability to pass out small items to patrons, can be light up toys, glowsticks or necklaces etc...
(items to be provided by sponsor)
- ▣ Recognized as a Platinum Sponsor of the Michigan State Fair
- ▣ Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- ▣ Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- ▣ Custom display or signage in the pre-function area of the venue throughout the year

Investment Amount:

\$25,000



GOLD RIBBON OUTREACH SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Company named as presenting sponsor of the Agricultural Ambassador Program and Gold Ribbon Scholarship Programs in all print, marketing and press materials, web site, social media, and signage mentioning the programs
- ❑ Category Exclusivity – Banking and Lending
- ❑ Ability for input on Agricultural Ambassador Program development
- ❑ Recognized as a Platinum Sponsor of the Michigan State Fair
- ❑ Logo included on all Gold Ribbons passed out to Michigan county fairs
- ❑ Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- ❑ Ability to pass out small items to patrons (items to be provided by sponsor)
- ❑ Custom display or signage in the pre-function area of the venue during the fair (signage provided by sponsor)



*Investment
Committed by:*

Flagstar[®]
Bank

SENIOR DAY & SENIOR PROGRAM SPONSOR



Exclusive Benefits

THURSDAY - SENIOR DAY FREE ADMISSION

- ❑ Presenting sponsor of Thursday, Senior Day, in all print, marketing and press materials, web site, social media and signage mentioning of Senior Day
- ❑ Company logo and messaging to be included on signage at the Box Office locations on Thursday indicating that "Senior Fair Admission" is sponsored by your company (signage provided by sponsor)
- ❑ Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- ❑ Logo on signage in the Fair pre-function, entrance corridor
- ❑ Ability to pass out small items to patrons (items to be provided by sponsor)
- ❑ Recognized as a Platinum Sponsor of the Michigan State Fair

SENIOR DAY PROGRAM

- ❑ Opportunity for sponsor to have a speaker during the program
- ❑ Invitation to serve on the Senior Day Program Committee
- ❑ Vendor space to promote your business & company name announced during the giveaway of the door prize
- ❑ Company listing and logo on the official materials distributed before and during the event
- ❑ Logo and link on the Michigan State Fair's Senior Citizens' Program page
- ❑ Ability to place literatures at the attendee tables



*Investment
Committed by:*



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

PARKING SPONSOR



Exclusive Benefits

- ❑ Michigan State Fair Parking presented by “your company”
- ❑ Company signage displayed throughout all parking lots (signage provided by sponsor)
- ❑ Branded banners displayed on lightpoles within our main parking lots (banners provided by sponsor)
- ❑ Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- ❑ Recognized as a Platinum Sponsor of the Michigan State Fair



Investment Amount:

\$20,000

MOOVIN' THRU THE MIDWAY 5K SPONSOR



Exclusive Benefits

- Presenting rights the Moovin' thru the Midway 5K presented by "Wells Fargo"
- Branded 5K logo with your company logo included
- Brand displayed at start/finish line (branding provided by sponsor)
- Prominent Exhibit Space to showcase product or service (size to be determined)
- Recognized as a Platinum Sponsor of the Michigan State Fair
- Guest speaking opportunity
- Company banners displayed throughout the 5K race track (banners provided by sponsor)
- Custom display or signage in the pre-function area of the venue throughout the year
- Opportunity for your employees to volunteer at the race wearing your company attire
- Logo or brand incorporation on race shirts and bibs
- Logo included on race photo frame (every racer receives a finish line race photo that is sharable on social media)



Investment Committed by:

WELLS FARGO

MAIN STAGE SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Naming Rights “your company” Main Stage at the Michigan State Fair announced throughout the weekend
- ❑ Company signage displayed on Main Stage (signage provided by sponsor)
- ❑ Recognized as a Platinum Sponsor of the Michigan State Fair
- ❑ Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- ❑ Guest Ringmaster and product give-away opportunity at the Detroit Shrine Circus
- ❑ Custom display or signage in the pre-function area of the venue throughout the year



*Investment
Committed by:*



ENTERTAINMENT PAVILION SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Naming Rights the Entertainment Pavilion presented by your company"
- ❑ Educational presentations about your product or brand available
- ❑ Special VIP seating area within the Entertainment Pavilion to host a private event or party during the fair
- ❑ Recognized as a Gold Sponsor of the Michigan State Fair
- ❑ Prominent Outdoor Exhibit Space to showcase product or service within or near the Entertainment Pavilion (size to be determined)
- ❑ Company signage displayed on Entertainment Pavilion & Tent (signage provided by sponsor)



Investment Amount:

\$15,000



SUMMER'S LAST BLAST FIREWORKS SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Naming Rights Summer's Last Blast presented by "your company"
- ❑ Company name announced before, after and leading up to the Firework presentation
- ❑ Recognized as a Gold Sponsor of the Michigan State Fair
- ❑ Prominent Outdoor Exhibit Space to showcase product or service (size to be determined)
- ❑ Company logo displayed on all advertising related to "Summer's Last Blast"
- ❑ Banner displayed throughout the Midway during the entire fair (banner provided by sponsor)

Investment Amount:

\$15,000

TINY TOTTVILLE SPONSOR



Michigan
STATE FAIR

Exclusive Benefits

- Naming Rights Tiny Tottville presented by “your company”
- Educational presentations about your product or service in the Tiny Tottville area
- Recognized as a Gold Sponsor of the Michigan State Fair
- Prominent Outdoor Exhibit Space to showcase product or service (size to be determined)
- Company logo displayed on all advertising related to “Tiny Tottville”
- Banner displayed throughout the Tiny Tottville area during the entire fair (banner provided by sponsor)

Investment Amount:

\$15,000



LIVESTOCK ARENAS SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- Naming Rights Livestock Arena presented by “your company”
- Educational presentations about your product available near the Livestock Areas
- Recognized as a Gold Sponsor of the Michigan State Fair
- Prominent Indoor and Outdoor Exhibit Space to showcase product or service (size to be determined)
- Banner displayed over or on the Livestock Arenas (banner provided by sponsor)



Investment Amount:

\$15,000

STATE FAIR SUPERSTAR SPONSOR



Michigan
STATE FAIR

Exclusive Benefits

- Naming Rights State Fair Superstar presented by “your company”
- Educational presentations about your product available near the the Main Stage
- Recognized as a Gold Sponsor of the Michigan State Fair
- Prominent Indoor and Outdoor Exhibit Space to showcase product or service during the entire fair (size to be determined)
- Banner displayed on the Main Stage during State Fair Superstar performances (banner provided by sponsor)



Shared partnership with Pepsi

Investment Amount:

\$10,000



FRIENDS OF THE FAIR & CHARITY PREVIEW NIGHT SPONSOR



Michigan
STATE FAIR

Exclusive Benefits

- ❑ Naming Rights the "Friends of the Fair & Charity Preview Night presented by your company"
- ❑ Ability to invite a Charity of your choice to enjoy this special evening
- ❑ Prominent main aisle Indoor Exhibit Space to showcase product or service for duration of the Fair (size to be determined)
- ❑ Recognized as a Gold Sponsor of the Michigan State Fair
- ❑ Logo included on all advertising referring to the FOF & Charity Preview Night
- ❑ Banner displayed around the FOF Night (banner provided by sponsor)
- ❑ Company announced during the FOF Night
- ❑ Logo included on all VIP lanyards and invitations passed out to patrons attending the event



Investment Amount:

\$15,000

COMMODITY STAGE SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Naming Rights the Cooking, Commodity, Agriculture demo stage presented by "your company"
- ❑ Educational presentations about your product available on the stage during the Fair
- ❑ Opportunity to schedule presenters on the stage during the Fair
- ❑ Prominent exhibit space to showcase product or service near the stage during the entire fair (size to be determined)
- ❑ Banner displayed on the Stage during the Fair (banner provided by sponsor)
- ❑ Ability to pass out small items to patrons (items to be provided by sponsor)
- ❑ Recognized as a Silver Sponsor of the Michigan State Fair



Shared partnership with Oakland County Farm Bureau

Investment Amount:

\$5,000

**OAKLAND COUNTY
FARM BUREAU®**

BEGINNING OF LIFE SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- Naming Rights The Beginning of Life presented by "your company"
- Educational presentations about your product available near the Beginning of Life area
- Recognized as a Silver Sponsor of the Michigan State Fair
- Prominent exhibit space to showcase product or service near the Beginning of Life area during the entire fair (size to be determined)
- Banner displayed over the Beginning of Life area during the Fair (banner provided by sponsor)
- Ability to pass out small items to patrons (items to be provided by sponsor)



Investment Amount:

\$10,000



CONTEST CENTRAL SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- Naming Rights Contest Central presented by “your company”
- Ability to brand and provide contest winner prizes (items to be provided by sponsor)
- Prominent exhibit space to showcase product or service near Contest Central during the entire fair (size to be determined)
- Banner displayed over the the Contest Central Stage during the Fair (banner provided by sponsor)
- Recognized as a Silver Sponsor of the Michigan State Fair



*Investment
Committed by:*



pepsi



ROCK N' ROLL K9'S SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- Naming Rights Rock N' Roll K9's Stage presented by "your company"
- Company name announced before and after each performance
- Ability to pass our promotional items after each performance
(items to be provided by sponsor)
- Prominent exhibit space to showcase product or service near the Rock N' Roll K9's during the entire fair (size to be determined)
- Banners displayed over the the Rock N' Roll K9 area during the Fair (banner provided by sponsor)
- Recognized as a Silver Sponsor of the Michigan State Fair

*Investment
Committed by:*

\$10,000



COMMUNITY & CULTURAL STAGE SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Naming Rights the Community and Cultural Stage presented by "your company"
- ❑ Company name announced before and after each performance
- ❑ Ability to pass out promotional items after each performance
(items to be provided by sponsor)
- ❑ Prominent exhibit space to showcase product or service near the Community & Cultural Stage during the entire fair
(size to be determined)
- ❑ Banners displayed over the the Community & Cultural Stage during the Fair (banner provided by sponsor)
- ❑ Recognized as a Silver Sponsor of the Michigan State Fair



Investment Amount:

\$10,000



RACING PIGS SPONSOR



Michigan STATE FAIR

Exclusive Benefits

- ❑ Naming Rights the Racing Pigs presented by “your company”
- ❑ Company name announced before and after each race
- ❑ Ability to pass out promotional items after each race
(items to be provided by sponsor)
- ❑ Prominent exhibit space to showcase product or service near the Racing Pigs during the entire fair
(size to be determined)
- ❑ Banners displayed around the Racing Pigs Area during the Fair
(banner provided by sponsor)
- ❑ Recognized as a Silver Sponsor of the Michigan State Fair



Investment Amount:
\$10,000

MICHIGAN'S #1 FAMILY EVENT!

