

Visit

UP STATE FAIR

2018 SPONSORSHIP OPPORTUNITIES



As 2017 comes to a close, we take this opportunity to thank you for your past, generous backing of the Michigan State Fair in the Upper Peninsula ~ a tradition since 1928!

Sponsorships continue to be the resource needed to maintain the success of the fair. Many organizations and businesses recognize the U.P. State Fair as Michigan's OLDEST State Fair and graciously give their support.

We could not do this without **your generosity and willingness to share ownership in the fair**. Your enthusiasm and fair spirit have helped to make the Upper Peninsula State Fair an overwhelming success!

We encourage you to review this brochure describing various sponsorship opportunities and once again partner with us to keep the tradition alive. Your commitment as early as possible will assure your logo placement in the premium book and the fair brochure. With your partnership, the Upper Peninsula State Fair will become stronger and better than ever.

In appreciation for your past support, we've enclosed a 2018 calendar published by U.P. State Fair partner, Visit Escanaba. You'll notice that the fair is the featured photo for the month of August. Please display the calendar as a reminder to Visit Escanaba and Visit the U.P. State Fair from August 13 - 19, 2018.

If you have any questions or wish to discuss your level of sponsorship, please contact the fair management at the winter office - Delta County Commerce Center, 230 Ludington Street, Escanaba, Michigan 49829 or phone 906-786-2192.

Again, we sincerely appreciate U.P. your partnership and support.

UP State Fair Authority & Management Team

On behalf of the
Upper Peninsula
State Fair Authority

Micky Rondeau
Alger County

William Menge
Baraga County

Jake Campbell
Chippewa County

Dave Rivard
Delta County

Ed McBroom
Dickinson County

Dan Siirila
Gogebic County

Dave Anthony
Hannahville Indian
Community

Steve Palosaari
Houghton County

Gene Momont
Iron County

Joe Langdon
Keweenaw County

Phyllis French
Luce County

Calvin McPhee
Mackinac County

Chuck Bergdahl
Marquette County

Janis Linderoth
Menominee County

Richard Bourdeau
Ontonagon County

Ann Harrington
Schoolcraft County

Jonathan Mead
UPCAP - Administrative Agent

Delta County Chamber of
Commerce
Management Agency

U.P. State Fair numbers up dramatically over 2016, best year ever

The Upper Peninsula State Fair saw a dramatic increase in attendance this year, according to fair organizers. Ticket sales were up 17 percent over 2016.

Delta Chamber Executive Director Vickie Micheau said today that this year's estimated attendance at the Michigan 906 State Fair was a record 87,750. The previous record year was 2015 at 83,600. Fair attendance in 2016 was slightly more than 75,000.

The big difference was weather. Heavy rains and flooding suppressed attendance on Saturday in 2016. This year, sunshine attracted a record crowd Saturday. Micheau said attendance was up each day except Thursday and Sunday.

"We didn't have great weather Monday night. It did rain a little bit. We hit a record for all-time gate attendance on Monday and, of course, Saturday was a phenomenal day with absolutely record attendance," Micheau said.

The fair was held August 14-20 in Escanaba.

Attendance numbers were based on tickets purchased or distributed in advance of fair week to vendors, volunteers, media, sponsors and employees as well as tickets purchased at the gate during the fair. Gate receipts Saturday were \$106,321 compared to \$24,589 in 2016. Friday saw a 42 percent increase in ticket sales at \$67,740 compared to \$47,643 in 2016.

Rain affected attendance on Thursday. Attendance dropped 56.4 percent on Thursday compared to 2016. Yet, 479 veterans were able to attend the fair that day as part of Honored Citizens Day.

Sunday's attendance was down 31 percent. Micheau said that was probably because people were able to attend the fair on Saturday this year because of the better weather.

Gate receipts totaled \$376,475, an increase of more than \$55,000.

Skerbeck Entertainment Group reached a company record high with a 12.5 percent in sales.

"The Skerbeck Entertainment Group has been a fabulous partner. They do a wonderful job with the carnival on the midway and they hit an all-time company record for any fair, any festival with this fair," said Micheau.

The best attended grandstand shows, Micheau said, were LOCASH on Thursday and Sawyer Brown on Saturday. New midway entertainment also attracted fair goers but Micheau said other regular activities were also popular this year.

"The part that I think people are taking notice of is once they come through the gate that there are so many other things to do. The DNR Pocket Park was tremendously popular this year as was the Steam & Gas Engine Village," she said.

The Junior Market Livestock Auction was down this year in part because there were fewer entries. Total sales were \$446,640, down from \$510,000 in 2016.

The auction included 113 hogs, 26 lambs, 8 market goats and 66 steers.

Representatives from all 15 counties in the Upper Peninsula and the Hannahville Indian Community operate the fair and the fairgrounds through the U.P. State Authority. The Delta Chamber of Commerce is the managing organization.

Micheau said they are already making plans for 2018. Fair staff added action items for possible improvements on a white board at the fair office to consider for next year.

The 2018 U.P. State Fair is scheduled for August 13-19.

Grand Champion Presenting Sponsor \$50,000+

- ◆ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ◆ News release announcing sponsorship
- ◆ Mention in television commercials
- ◆ Mention in radio commercials
- ◆ Prominent signage at main entrance to Fairgrounds
- ◆ Optional signage on staff golf carts that roam the grounds during the fair or hand wash station signage
- ◆ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the availability to distribute coupons or promotional material
- ◆ Full page ad in official fair premium book
- ◆ Company name or logo on fair themed caricature photo op cut out
- ◆ PA announcement mentions daily (8)
- ◆ Meet and greet with headline entertainers (10)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily fair admission tickets (24)
- ◆ One day unlimited carnival ride armbands (24)
- ◆ Weekly passes (12)
- ◆ VIP seating for grandstand entertainment (12)
- ◆ Logo rights as approved by the Upper Peninsula State Fair
- ◆ 10 x 10 exhibition space
- ◆ Listed in all post-fair thank you ads

Reserve Champion Sponsor \$25,000

- ◆ Your company name/logo on printed advertisements, including, posters, brochures, and news releases
- ◆ News release announcing sponsorship
- ◆ Mention in television commercials
- ◆ Mention in radio commercials
- ◆ Prominent signage on the grounds during the fair.
- ◆ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the opportunity to distribute coupons or promotional material
- ◆ 1/2 page ad in official fair premium book
- ◆ Company name or logo on fair themed caricature photo op cut out
- ◆ PA announcement mentions daily (4)
- ◆ Meet and greet with headline entertainers (5)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily fair admission tickets (12)
- ◆ One day unlimited carnival ride armbands (12)
- ◆ Weekly passes (6)
- ◆ VIP seating for grandstand entertainment (6)
- ◆ Logo rights as approved by the Upper Peninsula State Fair
- ◆ 10 x 10 exhibition space

Champion Sponsor \$10,000

- ◆ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ◆ News release announcing sponsorship
- ◆ Mention in radio commercials
- ◆ Prominent signage on the Fairgrounds
- ◆ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the availability to distribute coupons or promotional material
- ◆ 1/2 page ad in official fair premium book
- ◆ Company name or logo on fair themed caricature photo op cut out
- ◆ PA announcement mentions daily (4)
- ◆ Meet and greet with headline entertainers (5)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily fair admission tickets (6)
- ◆ One day unlimited carnival ride armbands (6)
- ◆ Weekly passes (4)
- ◆ VIP seating for grandstand entertainment (4)
- ◆ Logo rights as approved by the Upper Peninsula State Fair
- ◆ 10 x 10 exhibition space
- ◆ Listed in all post-fair thank you ads
- ◆ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ◆ News release announcing sponsorship
- ◆ Signage on the Fairgrounds
- ◆ 1/8 page ad in official fair premium book
- ◆ Company name or logo on fair themed caricature photo op cut out
- ◆ PA announcement mentions daily (2)

Blue Ribbon Sponsor \$5,000

- ◆ PA announcement mentions daily (4)
- ◆ Meet and greet with headline entertainers (5)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily fair admission tickets (6)
- ◆ One day unlimited carnival ride armbands (6)
- ◆ Weekly passes (4)
- ◆ VIP seating for grandstand entertainment (4)
- ◆ Logo rights as approved by the Upper Peninsula State Fair
- ◆ 10 x 10 exhibition space
- ◆ Listed in all post-fair thank you ads
- ◆ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ◆ News release announcing sponsorship
- ◆ Signage on the Fairgrounds
- ◆ 1/8 page ad in official fair premium book
- ◆ Company name or logo on fair themed caricature photo op cut out
- ◆ PA announcement mentions daily (2)
- ◆ Meet and greet with headline entertainers (2)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily fair admission tickets (2)
- ◆ One day unlimited carnival ride armbands (2)
- ◆ Weekly passes (2)
- ◆ VIP seating for grandstand entertainment (2)
- ◆ Logo rights as approved by the Upper Peninsula State Fair
- ◆ Listed in all post-fair thank you ads

Red Ribbon Sponsor \$2,500

- ◆ Your company name/logo printed on posters and brochures
- ◆ 1/8 page ad in official fair premium book
- ◆ PA announcement mentions daily (2)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily Fair Admission Tickets (2)
- ◆ Weekly Passes (2)
- ◆ VIP seating for grandstand entertainment (2)
- ◆ Logo rights as approved by the Upper Peninsula State Fair
- ◆ Listed in all post-fair thank you ads

White Ribbon Sponsor \$1,500

- ◆ Your company name/logo printed on posters and brochures
- ◆ 1/8 page ad in official fair premium book
- ◆ PA announcement mentions daily (2)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Daily fair admission tickets (2)
- ◆ Weekly passes (2)
- ◆ Listed in all post-fair thank you ads

Yellow Ribbon Sponsor \$1,000

- ◆ Name listed on sponsor signage on Fairgrounds
- ◆ PA announcement mentions daily (2)
- ◆ Daily passes (4)
- ◆ Logo/Link on the Upper Peninsula State Fair website
- ◆ Listed in all post-fair thank you ads

Green Ribbon Sponsor \$500

- ◆ Name listed on sponsor signage on Fairgrounds
- ◆ Daily passes (2)
- ◆ Link on Link on the Upper Peninsula State Fair website
- ◆ Listed in all post-fair thank you ads

Family Dining Tent Sponsor \$500

In response to requests from our fairgoers, the UP State Fair is excited to offer family dining tents. These spaces will be the perfect place for families to come together to enjoy food from multiple vendors and a place to simply sit and rest away from the sun. The tents will be located along the Midway which continues to be the highest foot traffic area.

- ◆ 20X20 Tent will be provided with sponsor logo
- ◆ Daily passes (2)
- ◆ Link on the Upper Peninsula State Fair website
- ◆ Listed in all post-fair thank you

Ticket Booth Sponsor In-Kind

Interested financial institutions will arrange to have 1-3 ticket booths and/or ticket takers staffed by 2 of the institution's tellers from 9am-5pm on their chosen day. Our goal is to showcase the wonderful banks and credit unions of our area, while also having the best of the best running our ticket booths. Please note that all ticket sellers work under the direction of our professional accountants- Anderson, Tackman & Co. *The day can be split into two shifts if necessary.*

- ◆ Ticket booths will display signage of the sponsoring institution
- ◆ Tellers are encouraged to wear their logo apparel
- ◆ Each teller receives a fair admission ticket for the day of the sponsorship
- ◆ Link on the Upper Peninsula State Fair website
- ◆ Listed in all post-fair thank you ads

Media Day / Daily Announcement Sponsor

- Become an in-kind media sponsor and be the voice of the day for the U.P. State Fair. Media outlets have an opportunity to broadcast all scripted announcements (allowing for business name recognition) one day during fair week. Interested media should plan to provide announcers on a predetermined day from the 9 am – 9 pm.
- ◆ Media sponsor signage on the fairgrounds
 - ◆ Logo/link on the Upper Peninsula State Fair website and at information booths
 - ◆ Listed in all post-fair thank you ads

THANK YOU 2017 SPONSORS



Bahrman Farms
 Bay Bank
 Bink's Coca-Cola
 Community Foundation for Delta County
 Delta County Credit Union
 Delta Disposal
 DTE Energy
 Elmer's County Market
 First Bank
 First Merit Bank
 Four Season Small Engine
 Great Lakes First Federal Credit Union
 Jilbert's Dairy/Dean's Foods
 John Jilbert
 JP Tech Services
 Jr. Market Livestock Committee
 K&K Contracting

Linsmeier Implement
 mBank
 Mel's Lawn & Garden
 Michigan Farm Bureau
 Michigan Forest Products Council
 Michigan Veterinary Medical Assoc.
 Midwest Highland Cattle Association
 Nelson Forest Products
 Northern Michigan Bank & Trust
 Northland Harvesting
 Northern United Federal Credit Union
 NorthStar Cooperative
 Nortrax
 OSF St. Francis Hospital
 Potlatch
 Peninsula Federal Credit Union

Pepsi Cola of Iron Mountain
 Radio Results Network
 Roland Machinery
 Sovereign Communications
 UP Whitetails
 Upper Hand Brewery
 Upper Peninsula Power Company
 Upper Peninsula State Bank
 UP Sustainable Forestry
 Verizon Wireless
 Verso Paper Co.
 Walmart
 Wells Fargo
 Wendricks Truss
 WJNR
 WLUC TV6 & FoxUP
 WDBC/WYKX

2018 UP STATE FAIR SPONSORSHIP COMMITMENT

Name _____

Title _____

Company Name _____

Address _____

City/ State/ Zip _____

Phone Number _____

Email _____

I am pleased to authorize and commit to the selected sponsorship level at an annual cost of _____ and understand specific sponsorship details will be negotiated and included in a separate customized sponsorship agreement.

Authorized Signature _____

Date _____

◇ Grand Champion \$50,000 +

◇ Reserve Champion \$25,000

◇ Champion \$10,000

◇ Blue Ribbon \$5,000

◇ Red Ribbon \$2,500

◇ White Ribbon \$1,500

◇ Yellow Ribbon \$1,000

◇ Green Ribbon \$500

◇ Family Dining Tent \$500

◇ Ticket Booth In-kind

◇ Media Day/ Announcers



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UPSTATEFAIR.ORG