



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

2020 SPONSORSHIP PACKAGES

All Sponsorship Packages include:

- Sponsor's logo on promotional materials and sponsorship boards
- Sponsor's logo with hyperlink to sponsor's website on BCFYE website
- Indoor weekly 10 x 10 spot in the Merchants Building during fair week
- Company name announced during all 2020 Grand Stand Events

Best of Show - \$10,000

- Company name included in radio advertising
- Large Banner hung on Grand Stands at all 2020 events
- 200 Grand Stand tickets and 100 parking passes
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all 2020 Grand Stand events

Grand Champion - \$7,500

- Banner hung in Grand Stands and on Grand Stands Tower at all 2020 events
- 150 Grand Stand tickets and 75 parking passes
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all Grand Stand events during fair week.

Reserve Champion - \$5,000

- Banner hung in Grand Stands and on Grand Stands Tower at all 2020 events
- 100 Grand Stand tickets and 50 parking passes
- Opportunity to distribute promotional items at all Grand Stand events during fair week.

Blue Ribbon - \$ 2,500

- Banner hung on Grand Stands Tower at all 2020 events
- 50 Grand Stand tickets and 25 parking passes
- Opportunity to distribute promotional items at one Grand Stand event during fair week

Red Ribbon - \$1,000

- Banner, provided by sponsor, hung in Grand Stands at all 2020 events
- 20 Grand Stand tickets and 10 parking passes
- Opportunity to distribute promotional items at one Grand Stand event during fair week

White Ribbon - \$500

- Banner, provided by sponsor, hung in Grand Stands at all 2020 events
- 10 Grand Stand tickets and 5 parking passes

Rodeo Chute - \$1,000 (Only 4 available)

- Banner, provided by sponsor, hung in Grand Stands at all 2020 events
- Banner hung on rodeo chute
- Company name announced each time chute is used

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

- Banner, provided by sponsor, hung at fairgrounds entrance the day sponsored
- Sponsor's logo next to theme day's schedule of events in fair flier
- Opportunity to distribute promotional items at one Grand Stand event during fair week



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2020 OTHER SPONSORSHIPS

Petting Farm - \$500

- Banner, provided by sponsor, placed at the petting farm area all week

Midway Event (Exotic Animals) - \$500

- Banner, provided by sponsor, placed at the exotic animal area all week

Activity Pavilion or Pedal Pullers Competition - \$500

- Banner, provided by sponsor, placed in the activity pavilion area all week

Pie Contest or Scavenger Hunt - \$400

- Company Logo included on entry form

Grandstand Sponsor - \$250

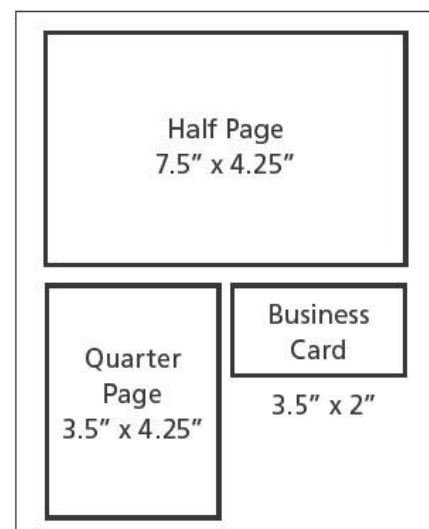
- 25 Grandstand tickets
- Banner, provided by sponsor, hung in Grand Stands during fair week

2020 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 - Business Card Size Ad**
- \$60 - Quarter Page Ad**
- \$120 - Half Page Ad**
- \$240 - Full Page Ad**
- \$300 - 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, 2020



Full Page - 7.5 x 10