



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

156th Bay County Fair & Youth Exposition – August 10 – 14, 2021

Dear Business Owner/Manager,

The Bay County Fair and Youth Exposition (BCFYE) has been in existence for 156 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 vehicle 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 15,0000 people visit our Fairgrounds during fair week 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. Back by popular demand, we will also be hosting Flying Star Professional Rodeo again this year. 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 156th Bay County Fair and Youth Exposition for 2021.

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 would be happy to develop a customized sponsorship package that works best for your company.

Again, we sincerely appreciate your partnership and support, and we look forward to seeing you and yours August 10-14, 2021 for the 156th Annual Bay County Fair and Youth Exposition.

Sincerely,

Mary Jo Brandt

Mary Jo Brandt
President, Board of Directors



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2021 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 2021 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 2021 Grand Stand events

Grand Champion - \$7,500

- Banner hung in Grand Stands and on Grand Stands Tower at all 2021 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 2021 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 2021 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 2021 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 2021 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 2021 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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2021 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 Baking Contest - \$400

- Company Logo included on entry form

Grandstand Sponsor - \$250

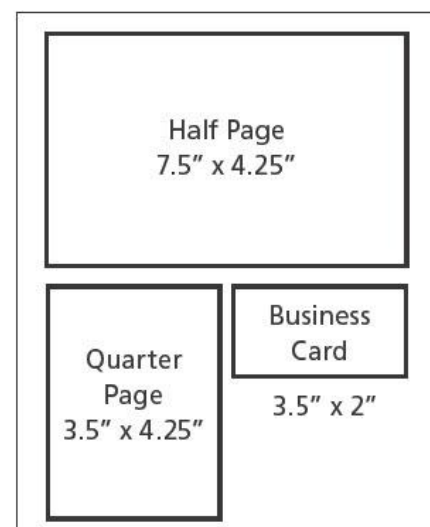
- 20 Grandstand tickets
- Banner, provided by sponsor, hung in Grand Stands during fair week

2021 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 fair 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 10, 2021



Full Page – 7.5 x 10



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2021 Sponsorship/Advertising Pledge Form

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____ Email Address: _____

Please indicated the sponsorship level and/or advertising options

Sponsorship Packages

\$10,000 Best of Show _____
 \$ 7,500 Grand Champion _____
 \$ 5,000 Reserve Champion _____
 \$ 2,500 Blue Ribbon _____
 \$ 1,000 Red Ribbon _____
 \$ 500 White Ribbon _____
 \$ 1,000 Rodeo Chute (4 available) _____

Other Sponsorships

\$ 500 Petting Farm _____
 \$ 500 Exotic Animals _____
 \$ 500 Activity Pavilion _____
 \$ 500 Pedal Pullers _____
 \$ 400 Pie Baking Contest _____
 \$ 250 Grandstand _____
 \$ ____ Other _____

Premium Book Advertising

\$30.00 Business Card Size Ad _____
 \$60.00 Quarter Page Ad _____
 \$120.00 Half Page Ad _____
 \$240.00 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 10, 2021. 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