



**Celebrating 159 Years
August 6 – 10, 2024**

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

Dear Business Owner/Manager,

The Bay County Fair and Youth Exposition (BCFYE) has been in existence for 159 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 really helped to make the Bay County Fair and Youth Expo a fair that everyone can enjoy and where families make memories! We are extremely grateful that 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 Bay County residents. Throughout the year, we also host horse shows, vehicle races, clinics, and more. Our horse shows are open to the public, in which we have youth and adults participating. Our races attract thousands of participants and spectators from across the state. During the week of fair, we have several events that are showcased. Over 15,000 people visit our Fairgrounds during fair week to enjoy horse shows, car races, midway rides & attractions, local vendors, youth projects (livestock, horse, and still), pony rides, petting farm, 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 the 159th Bay County Fair and Youth Exposition.

We encourage you to review the various sponsorship/advertising opportunities. Your commitment as early as possible will ensure 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 you.

Again, we sincerely appreciate your partnership and support, and we look forward to seeing you and yours August 6-10, 2024 for the 159th Annual Bay County Fair and Youth Exposition.

Sincerely,

Mary Jo Brandt

Mary Jo Brandt
President, Board of Directors



Celebrating 159 Years
August 6 - 10, 2024

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

2024 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 or outdoor weekly 10x10 spot in/near the Merchants Building during fair week
- Company name announced during all 2024 Grandstand Events

Best of Show - \$10,000

- Company name included in radio advertising
- Large Banners hung on Grandstands Tower and at fair entrance at all 2024 events
- 200 Grandstand tickets
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all 2024 Grandstand events

Grand Champion - \$7,500

- 4'x8' Banner hung on Grandstands Tower and at fair entrance at all 2024 events
- 150 Grandstand tickets
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all 2024 Grandstand events

Reserve Champion - \$5,000

- 4'x8' Banner hung on Grandstands at all 2024 events
- 100 Grandstand tickets
- Opportunity to distribute promotional items at all Grandstand events during fair week

Blue Ribbon - \$ 2,500

- 4'x8' Banner hung on Grandstands at all 2024 events
- 50 Grandstand tickets
- Opportunity to distribute promotional items at one Grandstand event during fair week

Red Ribbon - \$1,000

- 4'x8' Banner, provided by sponsor, hung in Grandstands at all 2024 events
- 20 Grandstand tickets
- Opportunity to distribute promotional items at one Grandstand event during fair week

White Ribbon - \$500

- 4'x8' Banner, provided by sponsor, hung in Grandstands at all 2024 events

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

Safety Day - Senior Citizens Day - Agriculture Day - Kids Day - Armed Forces Day

- Banner, provided by sponsor, hung at fair entrance the day sponsored
- Sponsor's logo next to sponsored day's schedule of events in fair flier

Youth Ride Bracelet Sponsorships - \$1,000 (Only one sponsor per day)

- Banner, provided by sponsor, hung by Ticket Booth the day sponsored
- Sponsor's logo next to sponsored day's schedule of events in fair flier
- 100 - \$10 off ride bracelet coupons will be printed with sponsor's logo
 - Can be distributed by sponsor or carnival will give to the first 100 youth that day



Celebrating 159 Years
August 6 - 10, 2024

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

2024 OTHER SPONSORSHIPS

Ag Olympics - \$600

- Your company logo on the Ag Olympic T-Shirts and entry form

Petting Farm - \$500

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

Midway Event (Exotic Animals/Butterfly Exhibit/Sand Art) - \$500

- Banner, provided by sponsor, placed at your choice of midway event areas all fair week

Activity Pavilion or Youth Entertainment - \$500

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

Livestock Buyer's Reception - \$500

- Banner, provided by sponsor, placed in the Buyer's Reception area and logo on Auction flyer

Pie Baking Contest - \$400

- Company Logo included on entry form

Grandstand Sponsor - \$350

- 20 Grandstand tickets
- 2'x3' Banner, provided by BCFYE, hung in Grandstands during fair week.

Horse Arena Sponsor - \$150

- 2'x3' Banner, provided by BCFYE, hung on Horse Arena for entire 2024 season.

2024 PREMIUM BOOK ADVERTISING

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:

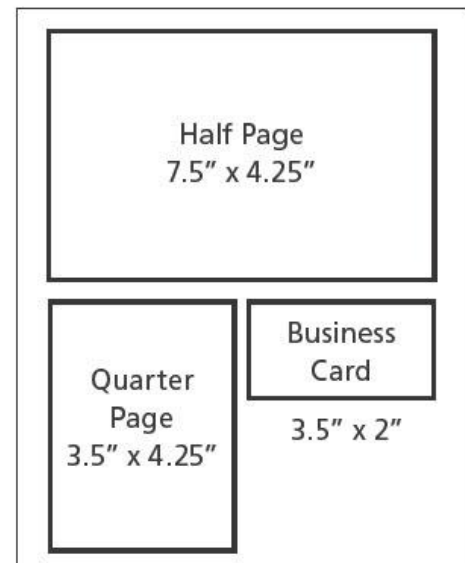
\$ 50 - Business Card Size Ad

\$ 75 - Quarter Page Ad

\$125 - Half Page Ad

\$250 - Full Page Ad

\$300 - Inside Front or Back Cover



Full Page - 7.5 x 10

Please be sure to provide a hard copy of your ad or e-mail the artwork to mibaycountyfair@gmail.com by May 10, 2024



Celebrating 159 Years

August 6 - 10, 2024

mibaycountyfair@gmail.com

www.baycountyfair.com

989-895-3744

800 Livingston Street

P.O. Box 633

Bay City, MI 48707-633

2024 Sponsorship/Advertising Pledge Form

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____ Email Address: _____

Notes: _____

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	Theme Day	_____
\$1,000	Youth Ride Bracelet	_____

Other Sponsorships

\$600	Ag Olympics	_____
\$500	Midway Event	_____
\$500	Activity Pavilion	_____
\$500	Petting Farm	_____
\$500	Buyer's Reception	_____
\$400	Pie Contest	_____
\$350	Grandstand	_____
\$150	Horse Arena	_____

Premium Book Advertising

\$50.00	Business Card Size Ad	_____
\$75.00	Quarter Page Ad	_____
\$125.00	Half Page Ad	_____
\$250.00	Full Page Ad	_____
\$300.00	Inside Front or Back Cover	_____

Please complete the form and return to the address or email 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 and/or advertisement by May 10, 2024.

Please indicate if an invoice is needed _____.

Logos/Advertisements can be hard copy or e-mailed to mibaycountyfair@gmail.com

Thank you for supporting the BCFYE, a 501(c)3 non-profit organization.

Mary Jo Brandt, President
Bay County Fair & Youth Exposition

Date

Sponsor's Signature

Date