



**Celebrating 161 Years
August 4-8, 2026**

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 161 years. Through sponsorships provided by businesses in our community, 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 have 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 the 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 bringing 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 161st 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 4-8, 2026, at the 161st Annual Bay County Fair and Youth Exposition.

Sincerely,

Mary Jo Brandt

Mary Jo Brandt
President, Board of Directors



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2026 SPONSORSHIP PACKAGES

All \$500+ Sponsorship Packages include:

- Sponsor's logo on promotional materials and sponsorship boards
- Sponsor's logo with hyperlink to sponsor's website on BCFYE website

Grand Champion - \$5,000

- 4'x8' Banner, provided by sponsor, hung on Grandstands Tower at all 2026 events & Front Fair Gate
- 100 Grandstand tickets
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all 2026 Grandstand events
- Full Page ad in the fair premium book
- Indoor or outdoor weekly 10x10 spot in/near the Merchants Building during fair week
- 5 Social Media Shoutouts during Fair Week and 30 days before

Reserve Champion - \$2,500

- 4'x8' Banner, provided by sponsor, hung on Grandstands at all 2026 events
- 50 Grandstand tickets
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all Grandstand events during fair week
- Indoor or outdoor weekly 10x10 spot in/near the Merchants Building during fair week
- Half page ad in the fair premium book
- 2 Social Media Shoutouts during Fair Week and 30 days before

Blue Ribbon - \$1,000

- 4'x8' Banner, provided by sponsor, hung on Grandstands at all 2026 events
- 20 Grandstand tickets
- Opportunity to distribute promotional items at one Grandstand event during fair week
- 1 Social Media Shoutout during Fair Week and 30 days before

Red Ribbon - \$500

- 4'x8' Banner, provided by sponsor, hung in Grandstands at all 2026 events
- 10 Grandstand tickets
- Opportunity to distribute promotional items at one Grandstand event during fair week

White Ribbon - \$250

- 4'x8' Banner, provided by sponsor, hung in Grandstands at all 2026 events

Day Sponsorships - \$1,250 (Only one sponsor per day)

- 4'x8' Banner, provided by sponsor, hung on Grandstands at all 2026 events
- 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 fairboard will give to the first 100 youth that day
- 2 Social Media Shoutouts during Fair Week and 30 days before



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2026 OTHER SPONSORSHIPS

Midway Events (Exotic Animals, Petting Farm, Youth Entertainment) - \$500

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

Ag Olympics - \$750

- Your company logo on the Ag Olympics T-shirts and entry forms

Livestock Buyer's Reception - \$500

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

Livestock or Horse Arena - \$200

- 2'x3' Banner, provided by BCFYE, hung on Livestock or Horse Arena for entire 2026 season.

Livestock or Horse Class Sponsor - \$25

- Your company listed in fair premium book and announced during the show that you sponsor

Livestock Overall Showman Sponsor - \$100

- Your name on overall showman award and announced as sponsor at show and in fair premium book

Horse Prize Sponsorships:

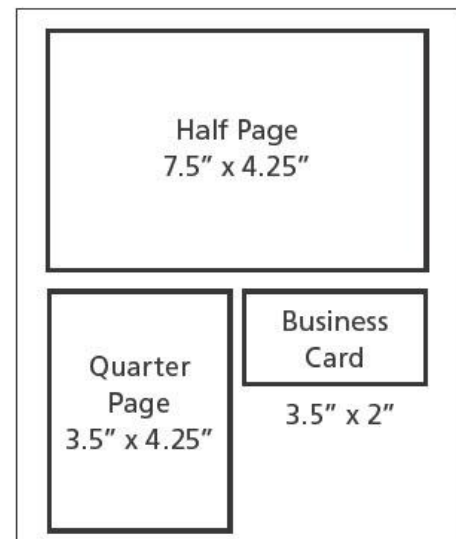
- \$50 – Your name on the Horse Department Team Tournament T-Shirts
- \$85 – Highpoint Buckle Award for Twilight Series Champion with your name engraved on it
- \$170 – Buckle for a Buckle – You get a buckle for yourself and sponsor a Highpoint Buckle Award
- \$75 – Bay County Fair Grand Champion Horse Blanket Award with your name embroidered on it

2026 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:

- \$ 75 - Business Card Size Ad
- \$100 - Quarter Page Ad
- \$150 - Half Page Ad
- \$300 - Full Page Ad
- \$350 - Inside Front or Back Cover

Full Page – 7.5 x 10



Please e-mail advertisement artwork to mibaycountyfair@gmail.com by May 1, 2026



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2026 Sponsorship/Advertising Pledge Form

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____ Email Address: _____

Website Address and Social Media Links: _____

Please check the sponsorship(s) and/or advertising option(s) you would like:

Sponsorships

- | | |
|---|--|
| <input type="checkbox"/> \$5,000 Grand Champion | <input type="checkbox"/> \$ 200 Livestock Arena |
| <input type="checkbox"/> \$2,500 Reserve Champion | <input type="checkbox"/> \$ 200 Horse Arena |
| <input type="checkbox"/> \$1,000 Blue Ribbon | <input type="checkbox"/> \$ 25 Livestock Class |
| <input type="checkbox"/> \$ 500 Red Ribbon | <input type="checkbox"/> \$ 25 Horse Class |
| <input type="checkbox"/> \$ 250 White Ribbon | <input type="checkbox"/> \$100 Livestock Overall Showman |
| <input type="checkbox"/> \$1,250 Day Sponsor | <input type="checkbox"/> \$ 50 Horse Team Tourney Shirts |
| <input type="checkbox"/> \$ 500 Midway Event | <input type="checkbox"/> \$ 85 Highpoint Buckle |
| <input type="checkbox"/> \$ 750 Ag Olympics | <input type="checkbox"/> \$ 170 Buckle for a Buckle |
| <input type="checkbox"/> \$ 500 Buyer's Reception | <input type="checkbox"/> \$ 75 Grand Champion Blanket |

Premium Book Advertising

- | | |
|--|---|
| <input type="checkbox"/> \$ 75 Business Card Size Ad | <input type="checkbox"/> \$300 Full Page Ad |
| <input type="checkbox"/> \$100 Quarter Page Ad | <input type="checkbox"/> \$350 Inside Front Cover |
| <input type="checkbox"/> \$150 Half Page Ad | <input type="checkbox"/> \$350 Inside Back Cover |

Please complete the form and return it 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 the Bay County Fair and Youth Exposition, and a copy of your company logo and/or advertisement by **May 1, 2026**. Logos/Advertisements can be hard copy or e-mailed to mibaycountyfair@gmail.com

☐ Please indicate if an invoice is needed.

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