



**Celebrating 160 Years**  
**July 29 – August 2, 2025**

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 160 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 160th 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 July 29 – August 2, 2025, for the 160<sup>th</sup> Annual Bay County Fair and Youth Exposition.

Sincerely,

*Mary Jo Brandt*

Mary Jo Brandt  
President, Board of Directors



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## 2025 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

### **Grand Champion - \$5,000**

- 4'x8' Banner, provided by sponsor, hung on Grandstands Tower at all 2025 events
- 150 Grandstand tickets
- Use of company picnic tent for one day during the fair
- Opportunity to distribute promotional items at all 2025 Grandstand events
- Full Page ad in the fair premium book
- Indoor or outdoor weekly 10x10 spot in/near the Merchants Building during fair week

### **Reserve Champion - \$2,500**

- 4'x8' Banner, provided by sponsor, hung on Grandstands at all 2025 events
- 75 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

### **Blue Ribbon - \$1,000**

- 4'x8' Banner, provided by sponsor, hung on Grandstands at all 2025 events
- 30 Grandstand tickets
- Opportunity to distribute promotional items at one Grandstand event during fair week

### **Red Ribbon - \$500**

- 4'x8' Banner, provided by sponsor, hung in Grandstands at all 2025 events
- 20 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 2025 events

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

- 4'x8' Banner, provided by sponsor, hung on Grandstands at all 2025 events
- Sponsor's logo next to sponsored day's schedule of events in fair flier
- Banner, provided by sponsor, hung by Ticket Booth the day sponsored
- 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



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## 2025 OTHER SPONSORSHIPS

### Ag Olympics - \$600

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

### Midway Event (Exotic Animals/Agri-Golf) - \$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

### Livestock Arena - \$300

- Banner, provided by sponsor, placed in the Livestock Arena all week

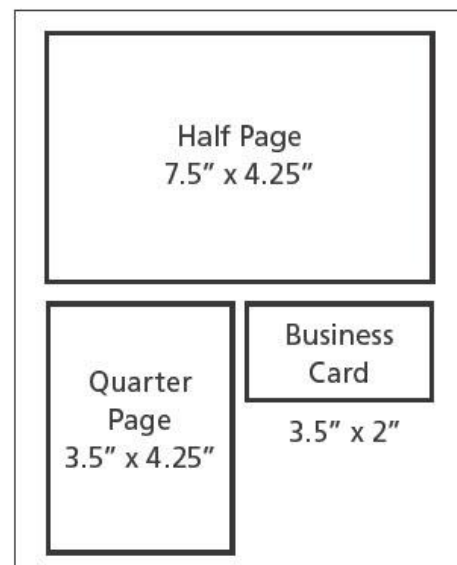
### Horse Arena - \$200

- 2'x3' Banner, provided by BCFYE, hung on Horse Arena for entire 2025 season.

## 2025 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](http://www.baycountyfair.com). If you would like to advertise in our Premium Book, we have the following options available:

**\$ 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 be sure to provide a hard copy of your ad or e-mail the artwork to [mibaycountyfair@gmail.com](mailto:mibaycountyfair@gmail.com) by May 10, 2025\***



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## 2025 Sponsorship/Advertising Pledge Form

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website Address and Social Media Links: \_\_\_\_\_

### **Please indicated the sponsorship level and/or advertising options**

#### **Sponsorship Packages**

\$5,000	Grand Champion	_____
\$2,500	Reserve Champion	_____
\$1,000	Blue Ribbon	_____
\$ 500	Red Ribbon	_____
\$ 250	White Ribbon	_____
\$1,250	Day Sponsor	_____
\$ _____	Other	_____

#### **Other Sponsorships**

\$600	Ag Olympics	_____
\$500	Midway Event	_____
\$500	Activity Pavilion	_____
\$500	Buyer's Reception	_____
\$400	Pie Contest	_____
\$300	Livestock Arena	_____
\$200	Horse Arena	_____
\$ _____	Other	_____

#### **Premium Book Advertising**

\$ 75	Business Card Size Ad	_____
\$100	Quarter Page Ad	_____
\$150	Half Page Ad	_____
\$300	Full Page Ad	_____
\$350	Inside Front or 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 10, 2025.

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