

Upper Peninsula State Fair Escanaba, Michigan August 16-22
Sponsorship Packages 2010

Grand Champion Presenting Sponsor \$50,000 and above

- ★ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ★ News release announcing sponsorship
- ★ Mention in television commercials
- ★ Mention in radio commercials
- ★ Prominent signage at main entrance to Fairgrounds
- ★ Optional signage on staff golf carts that roam the grounds during the fair or hand wash station signage
- ★ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the availability to distribute coupons or promotional material
- ★ Full page ad in official fair premium book
- ★ Company name or logo on fair themed caricature photo op cut out
- ★ PA announcement mentions daily (8)
- ★ Meet and greet with headline entertainers (10)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily fair admission tickets (24)
- ★ One day unlimited carnival ride armbands (24)
- ★ Weekly passes (12)
- ★ VIP parking passes (2)
- ★ VIP seating for grandstand entertainment (12)
- ★ Entry into the parade
- ★ Logo rights as approved by the Upper Peninsula State Fair
- ★ 10 x 10 booth in the exhibition building during fair
- ★ Listed in all post-fair thank you ads

Reserve Champion Sponsor \$25,000

- ★ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ★ News release announcing sponsorship
- ★ Mention in television commercials
- ★ Mention in radio commercials
- ★ Prominent signage at main entrance to Fairgrounds
- ★ Optional signage on staff golf carts that roam the grounds during the fair or hand wash station signage based on availability
- ★ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the availability to distribute coupons or promotional material
- ★ 3/4 page ad in official fair premium book
- ★ Company name or logo on fair themed caricature photo op cut out
- ★ PA announcement mentions daily (4)
- ★ Meet and greet with headline entertainers (5)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily fair admission tickets (12)
- ★ One day unlimited carnival ride armbands (12)
- ★ Weekly passes (6)
- ★ VIP parking passes (2)
- ★ VIP seating for grandstand entertainment (6)
- ★ Entry into the parade
- ★ Logo rights as approved by the Upper Peninsula State Fair

- ★ 10 x 10 booth in the exhibition building during fair
- ★ Listed in all post-fair thank you ads

Champion Sponsor \$12,500

- ★ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ★ News release announcing sponsorship
- ★ Mention in television commercials
- ★ Mention in radio commercials
- ★ Prominent signage at main entrance to Fairgrounds
- ★ Optional signage on staff golf carts that roam the grounds during the fair or hand wash station signage based on availability
- ★ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the availability to distribute coupons or promotional material
- ★ 1/2 page ad in official fair premium book
- ★ Company name or logo on fair themed caricature photo op cut out
- ★ PA announcement mentions daily (4)
- ★ Meet and greet with headline entertainers (5)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily fair admission tickets (6)
- ★ One day unlimited carnival ride armbands (6)
- ★ Weekly passes (4)
- ★ VIP parking passes (2)
- ★ VIP seating for grandstand entertainment (4)
- ★ Entry into the parade
- ★ Logo rights as approved by the Upper Peninsula State Fair
- ★ 10 x 10 booth in the exhibition building during fair
- ★ Listed in all post-fair thank you ads

Purple Ribbon Sponsor \$7,500

- ★ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ★ News release announcing sponsorship
- ★ Mention in television commercials
- ★ Mention in radio commercials
- ★ Signage at main entrance to Fairgrounds
- ★ Optional signage on staff golf carts that roam the grounds during the fair or hand wash station signage based on availability
- ★ Naming rights and signage for a building, arena, specific events, or a theme day during the fair with the availability to distribute coupons or promotional material
- ★ 1/4 page ad in official fair premium book
- ★ Company name or logo on fair themed caricature photo op cut out
- ★ PA announcement mentions daily (4)
- ★ Meet and greet with headline entertainers (4)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily fair admission tickets (4)
- ★ One day unlimited carnival ride armbands (4)
- ★ Weekly passes (2)
- ★ VIP parking passes (2)
- ★ VIP seating for grandstand entertainment (2)
- ★ Entry into the parade
- ★ Logo rights as approved by the Upper Peninsula State Fair

- ★ 10 x 10 booth in the exhibition building during fair
- ★ Listed in all post-fair thank you ads

Blue Ribbon Sponsor \$5,000

- ★ Your company name/logo on all printed advertisements, which includes billboards, posters, brochures, banners and news releases
- ★ News release announcing sponsorship
- ★ Signage at main entrance to Fairgrounds
- ★ Naming rights and signage for a building, arena, specific event, or a theme day during the fair
- ★ 1/8 page ad in official fair premium book
- ★ Company name or logo on fair themed caricature photo op cut out
- ★ PA announcement mentions daily (2)
- ★ Meet and greet with headline entertainers (2)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily fair admission tickets (2)
- ★ One day unlimited carnival ride armbands (2)
- ★ Weekly passes (2)
- ★ VIP seating for grandstand entertainment (2)
- ★ Entry into the parade
- ★ Logo rights as approved by the Upper Peninsula State Fair
- ★ Listed in all post-fair thank you ads

Red Ribbon Sponsor \$2,500

- ★ Your company name/logo printed on posters and brochures
- ★ 1/8 page ad in official fair premium book
- ★ PA announcement mentions daily (2)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily Fair Admission Tickets (2)
- ★ Weekly Passes (2)
- ★ VIP seating for grandstand entertainment (2)
- ★ Entry into the parade
- ★ Naming rights for specific fair activities or special attractions
- ★ Logo rights as approved by the Upper Peninsula State Fair
- ★ Listed in all post-fair thank you ads

Yellow Ribbon Sponsor \$1,500

- ★ Your company name/logo printed on posters and brochures
- ★ 1/8 page ad in official fair premium book
- ★ PA announcement mentions daily (2)
- ★ Logo/Link on the Upper Peninsula State Fair website
- ★ Daily fair admission tickets (2)
- ★ Weekly passes (2)
- ★ Entry into the parade
- ★ Naming rights for specific fair activities or special attractions
- ★ Listed in all post-fair thank you ads

White Ribbon Sponsor- \$1000

- ★ Name listed on sponsor signage on Fairgrounds
- ★ PA announcement mentions daily (2)
- ★ Daily passes (4)
- ★ Logo/Link on Fair's website
- ★ Entry into the parade
- ★ Listed in all post-fair thank you ads

Green Ribbon Sponsor – \$500

- ★ Name listed on sponsor signage on Fairgrounds
- ★ Daily passes (2)
- ★ Link on Fair's website
- ★ Entry into the parade
- ★ Listed in all post-fair thank you ads

Our sponsorship program is adaptable; we will customize a sponsorship package based on your needs and finances to create a successful partnership. With our helpful staff and access to an audience comprised of about 30% of the Upper Peninsula's total population, your company can be confident that your sponsorship will earn results while supporting Michigan's only State Fair .

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