

2008



Sponsorship Benefits

Sponsors Will:

- be named an Official Sponsor of the 2008 Michigan State Fair
- be recognized in MSF fact sheets and press releases
- be offered a link from the MSF website
- have name rotated, several times hourly, on the Michigan State Fair electronic marquee located on Woodward Avenue in front of the main entrance
- be announced in daily thirty second (:30) public address announcements throughout the fairgrounds - **\$5,000+**
- have ad spot(s) on mobile ad truck centrally located on the fairgrounds - **\$5,000+**
- have the opportunity to display banner(s)**, in addition to prominent signage opportunities in the sponsored venue/event area
- have the opportunity to distribute promotional material and/or samples from venue/event area
- receive complimentary admission passes**
- receive VIP concert tickets**
- have an opportunity to use Sponsorship Tent, upon availability

**** Varies according to Sponsorship level**

Additional Opportunities:

- Flexibility to create custom venue/events
- Promote Discount Coupons
- Host Corporate Day(s)
- Hang additional banner(s)
- Band Shell Exterior Fence
- Entrances/Exits
- Building(s) Exteriors
- Parking Lot(s)
- Ground Banner(s)
- Street Pole Flags