

COME CELEBRATE MICHIGAN

You're Invited...Become a Member of Michigan Festivals & Events Association

There's a special skill to hosting an event...planning, training volunteers, establishing committees, decorating, food prep, setting up entertainment...the list is endless! And, when the event is a community-sized celebration – that's where Michigan Festivals & Events Association comes in. Membership in MFEA is one of the best investments your organization/business can make!

MFEA's more than 800 members represent a wide spectrum of Michigan's festivals, fairs, events, and destinations as well as the state's and nation's most experienced event vendors. It is a comprehensive list of the most celebrated event professionals around.

There are many good reasons to be a member of MFEA but the most important is the ability to connect and exchange ideas with other event professionals throughout Michigan and across the nation. As an MFEA member, we will help you connect with your fellow MFEA members in order to ask a question, send out a notice, offer a discount, or promote your event or service.

Please take the opportunity to review this membership packet and join our organization.

Sincerely,



Sue Bila, CFEE
Executive Director

**Every year over 35 million
guests attend Michigan
Festivals, Fairs, and Events**

“Ideas Shared...Visions Formed, A New Level...”

P.O. Box 22, Chesaning, MI 48616 • Phone: 989-845-2080 Fax: 989-845-5074
www.michiganfun.com • membership@mfea.org

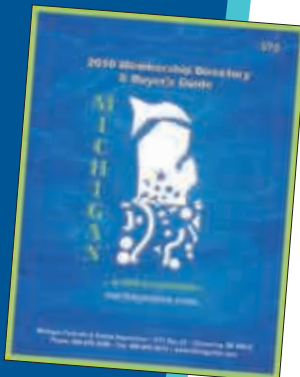


Michigan Festivals & Events Association Membership Benefits

Michigan Festivals & Events Association is a statewide organization dedicated to promoting interests of festivals, events, attractions, suppliers, and related tourism businesses by developing educational programs, services, and networking opportunities that contribute to business success.

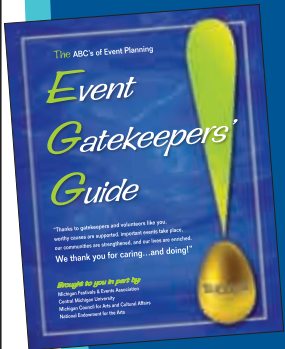
Questions? Call the MFEA Office 989-845-2080 or Email: membership@mfea.org

| ADVERTISING/MARKETING OPPORTUNITIES | Type of Membership | | | | |
|---|-----------------------|--------------|---------|---------|------------|
| | Festival, Event, Fair | Destinations | Lodging | Vendors | Associates |
| Annual Michigan's Calendar of Events Brochure Full Color Brochure Printed Annually - 300,000+ Brochures printed and distributed through participating McDonald's Restaurants, AAA offices, Michigan Welcome Centers & unique major distribution points of MFEA. | | | | | |
| Date Listing | X | | | | |
| Alphabetical Listing | | X | X | | |
| Opportunities to Purchase Advertising | X | X | X | | X |
| Detroit Media Partners Full Color Spring Tabloid Full Color Tabloid Printed Annually - 100,000+ Printed and distributed in Detroit Metro area. Advertising and advertorial opportunities available. Pending Partnership Renewal. | | | | | |
| Advertising Opportunities at Discounted Rates | X | X | X | X | X |
| Date Listing | X | | | | |
| Alphabetical Listing | | X | X | | |
| Grand Rapids Press Full Color Spring Tabloid Full Color Tabloid Printed Annually - 120,000+ Printed and distributed in Grand Rapids area. Advertising and advertorial opportunities available. Pending Partnership Renewal. | | | | | |
| Advertising Opportunities at Discounted Rates | X | X | X | X | X |
| Date Listing | X | | | | |
| Alphabetical Listing | | X | X | | |
| MFEA Website-www.michiganfun.com Listing & Link on MFEA Website. Averaging over 1,000,000 hits monthly. In JULY 2010...MFEA Website received over 2,000,000 hits!! Michigan's #1 Website to find where the Party's at!! | | | | | |
| Listing & Link | X | X | X | X | X |
| 75-word description | X | | | | |
| Advertising Opportunities | X | X | X | X | X |
| Featured Videos & Photos | X | X | X | X | X |
| Reciprocal Linking Opportunities | X | X | X | X | X |
| Member Access with Capabilities to Change Own Listing | X | X | X | X | X |
| Annual MFEA e-Membership Directory Each member receives one FREE copy of the MFEA's membership listing via email - updated yearly. | | | | | |
| Alphabetical Listing | X | X | X | X | X |
| One FREE MFEA e-Membership Directory | X | X | X | X | X |
| Complimentary Full-Page Ad | X | X | X | | X |
| Complimentary Full-Page black & white ad with purchase of full page ad in Buyer's guide | | | | X | |
| Alphabetical Listing & Categorical Listing | | | | X | |
| Alphabetical & Date Listing | X | | | | |



| Annual MFEA Buyer's Guide | | | | | |
|---|------------------------------|---------------------|----------------|----------------|-------------------|
| Festival, Fair, Event, Associate, Destination and advertising Vendor members will receive this full-color publication. This Buyer's Guide is to assist the event planners & volunteers to contact the MFEA vendor members in helping to make their event a success - updated annually. | | | | | |
| Alphabetical listing & Categorical Listing | | | | X | |
| Advertising Opportunities at Discounted Rates | | | | X | |
| PARTY AT MI PLACE Billboard Promoting MFEA members continually. | | | | | |
| Promoting MFEA Members | X | X | X | X | X |
| Corporate Partner Discounts | | | | | |
| Digital 10 Network | X | X | X | X | X |
| BoothMichigan | X | X | X | X | X |
| Michigan Farm Bureau | X | X | X | X | X |
| Community Papers of Michigan | X | X | X | X | X |
| Discounts with member MFEA Vendors | | | | | |
| | X | X | X | X | X |
| MFEA Legislative Representation | | | | | |
| | X | X | X | X | X |
| Type of Membership | | | | | |
| EDUCATIONAL OPPORTUNITIES | Festival, Event, Fair | Destinations | Lodging | Vendors | Associates |
| e-Newsletter (MFEA Newsletter) Members can receive unlimited email copies of this information packed newsletter to keep them up-to-date on MFEA and key industry issues. Publication is bi-monthly and distributed to over 2,500. | | | | | |
| Advertising Opportunities at Discounted Rates | X | X | X | X | X |
| Unlimited Newsletter Copies via email | X | X | X | X | X |
| Sponsorship Opportunities | X | X | X | X | X |
| MFEA Annual Convention Member Convention Registration rates for the annual educations, entertaining and networking extravaganza! Includes exceptional workshops designed specifically for the festival/fair/event industry, networking opportunities, entertainment showcase, marketplace trade show, etc. | | | | | |
| Member Rates for Registration Fees | X | X | X | X | X |
| Advertising Opportunities at Discounted Rates | X | X | X | X | X |
| Sponsorship Opportunities | X | X | X | X | X |
| Educational Seminars Member rates for registration fees. Seminars designed specifically for the festival/fair/special event industry. | | | | | |
| Member Rates for Registration Fees | X | X | X | X | X |
| Sponsorship Opportunities | X | X | X | X | X |
| The Gatekeeper's Guide aka...The EGG ABC's of Event Planning | | | | | |
| First Chapter sent to members at no charge | X | X | X | X | X |
| Special membership price | X | X | X | X | X |

*subject to change



Don't forget to add us to your Twitter and Facebook accounts



WHO SHOULD JOIN?

EVENTS:

- Festivals
- Fairs
- Special Events
- Art Shows & Art Organizations
- and more!

DESTINATIONS:

- Art Galleries
- Zoos
- Museums
- Wine Trails
- and more!

LODGING:

- Bed & Breakfasts
- Hotels & Motels
- Resorts
- and more!

ASSOCIATES:

- Chambers of Commerce
- Convention & Visitors Bureaus
- Downtown Development Authorities
- Main Street Organizations
- Parks & Recreation Areas
- and more!

VENDORS:

- Entertainers
- Artists
- Suppliers
- Midways & Carnivals
- and more!

Michigan's greatest networking partner for event planners, volunteers, vendors and their communities!

Why join MFEA?

Michigan's festivals and events industry makes a valuable contribution, both economically and culturally to the people of the Great Lakes State. The community events held throughout the year generate millions of dollars of economic impact and attract millions of visitors promoting and celebrating Michigan.

Are you and your volunteers preparing for a community size celebration? If so, you've got your hands full. We have the information, resources, support, and contacts to make your life easier and your event more successful at a low price. Have a question? Contact the MFEA office at 989-845-2080 or membership@mfea.org.

Don't hesitate, join today!

Did You Know?

- * Over 35 million guests attend Michigan Festivals, Fairs, and Events annually.
- * Festivals and Events provide an opportunity for members of the community to discover, develop, and display their skills and talents by encouraging self-expression.
- * Festivals and Events provide a showcase for new ideas in music, art, drama, crafts and sports.
- * Festivals and Events increase community spirit and pride, while at the same time, broaden the cultural and recreational resources of the locality and emphasize its unity with the rest of the State and Country.
- * Festivals and Events provide an opportunity to celebrate our history, culture, harvests, heritage and vast array of unique waterways.
- * Festivals and Events stimulate travel to a community and the surrounding region, thereby helping to correct regional disparities.
- * Festivals and Events encourage a community to grow and prosper by attracting dollars to it in the form of tourism and, in some cases, new industry.
- * Festivals and Events can bring a community together through both the planning of, and the attendance at the event, and will help to give the town a more "people" oriented identity.
- * MFEA is one stop shopping for your Celebration. We have contact information for MFEA member acts & entertainers, insurance agents, tent rentals, food concessionaires, midways, carnivals, and many more.
- * MFEA promotes tourism partners and year-round fun spots like destinations, wine trails, and resorts.
- * MFEA member DDAs, Chambers of Commerce, CVBs, Parks & Recreation Areas, and government agencies support your local event/business.

Have a question? Contact the MFEA office at 989-845-2080 or membership@mfea.org.

Don't hesitate, join today!



Michigan Festivals & Events Association

Destination/Lodging/Attraction Membership Application

Destination/Lodging/Attraction Name: _____

City Location: _____

County Location: _____

Destination/Attraction Information Phone Number*: _____

*This number is used by the public to obtain information about your destination/attraction and printed in the MFEA Brochure.

Website Address: _____

E-Mail Address: _____ for Publication

Please fill in a five-word description of your destination/attraction for use in the MFEA

Membership Directory: _____

Contact Person: First Name: _____ Last Name: _____

Title: _____

Street Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Contact Phone Number: _____ FAX: _____
Daytime Number for MFEA Office Use Only

E-Mail Address: _____ for MFEA Office Use Only

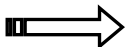
Second Contact Name: _____

Second Contact Address: _____

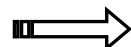
City: _____ State/Province: _____ ZIP/Postal Code: _____

Second Contact Phone Number: _____
Daytime Number for MFEA Office Use Only

E-Mail Address: _____ for MFEA Office Use Only



~ Please Turn Sheet Over for Payment Information ~





Michigan Festivals & Events Association

Destination/Attraction Membership Application – Page Two

ANNUAL MEMBERSHIP..... \$295.00

Your annual Destination/Attraction Membership entitles you to an **alphabetical listing** in the brochure, *Directory of Michigan’s Festivals, Fairs, Events & Destinations – 400,000+ printed annually*. Your membership further entitles you to **two alphabetical listings** and a **full page ad** in the MFEA Membership Directory & Buyer’s Guide. Your destination/attraction will also be listed on the MFEA web site. (See the Member Benefits insert for a complete listing of what Michigan Festivals & Events Association has to offer you, as an association member.)

MFEF TAX DEDUCTIBLE DONATION..... \$ _____

TOTAL AMOUNT ENCLOSED/CHARGED \$ _____

Applicant Signature*: _____ **Date:** _____

Check Enclosed Payable to: Michigan Festivals & Events Association

Please Invoice

VISA or MasterCard or Discover

No. _____ Expiration Date: _____ Signature _____

*Starting 8/25/2003, a new FCC regulation will prohibit MFEA from faxing information to you about promotional opportunities and member specials without your expressed, written permission. E-mails containing a commercial message may soon follow suit. To receive all notices from your association, I understand that by providing my mailing address, e-mail address, telephone number and fax number, I hereby consent to receive any and all communications sent by or on behalf of the Michigan Festivals & Events Association via regular mail, e-mail, telephone or fax.



Please Remember: Should you have any questions or comments to help make our association better, please call us. Thank You!



Donations to the Foundation may be tax deductible. **Check with your tax consultant. MFEF is a 501.C.3 tax-exempt foundation.**

Michigan Festivals & Events Association • P.O. Box 22 Chesaning, MI 48616 • Phone: 989/845-2080 • FAX: 989/845-5074
www.michiganfun.com

