



# Annual Main Attraction Benefits

**Attractions** i.e. Art Gallery, Casino, Entertainment Venue, Museum, Theater, Water Park, Winery, Zoo, and more

**Renewing & New Main Attraction Members .....\$500 +**

- **One donated gift package representing your attraction for the Annual MFEA Online Auction.**

## **Annual Benefits**

**YOUR ATTRACTION IS MARKETED IN OVER 1,000,000 PRINTED PROMOTIONAL MATERIALS INCLUDING:**

- MFEA ANNUAL MICHIGAN FESTIVALS/FAIRS/EVENTS AND MAIN ATTRACTIONS BROCHURE LISTING – Full color brochure printed annually. FULL PANEL FEATURING MAIN ATTRACTION -Listing includes location, website, information phone number, and 5 to 10-word description. The Major Brochure distribution points include McDonalds Restaurants of Michigan, AAA Michigan, Michigan Welcome Centers, Secretary of State, AMTRAK Chicago Union Station, and more, see enclosed distribution list.
- Michigan.com (formerly Detroit Media Partners) SPRING TABLOID LISTING - Full color tabloid printed annually and distributed statewide as a special pull-out entertainment section in the Detroit News and the Detroit Free Press. Listing includes location, information phone number, website, and 5 to 10-word description. Members have the opportunity to advertise in this publication at a discounted rate. Distribution quantity 340,000 annually.
- MLive Media Group/Booth Newspapers - Full color publication featured as a stand-alone document and distributed as a special pull-out entertainment section in the following newspapers: The Ann Arbor News, The Bay City Times, The Flint Journal, The Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, The Saginaw News Listing includes location, information phone number, website, and 5 to 10-word description. Members have the opportunity to advertise in this publication at a discounted rate. Distribution quantity 360,000 annually.
- MFEA WEBSITE - www.michiganfun.com - Includes alphabetical listing, description, and link to your website, if applicable. Members may include a featured picture with your listing. Michiganfun.com averages 200,000-250,000 page views per month.

## **MAIN ATTRACTION Listing:**

- MFEA MEMBERSHIP DIRECTORY - Alphabetical listing in the annual MFEA Membership Directory. Listing includes organization name, contact person, address, phone number, fax number (if applicable), website and email information.

## **Featured Opportunities**

- MichiganFun Newsletter - opportunity for featured article-One featured article per year.
- Sponsorship Opportunities - Convention, Spring Seminar, etc.
- Interview opportunity on "Party @ MI Place" podcast via MichiganBusinessNetwork.com-To promote your Main Attraction



## MAIN ATTRACTION BENEFITS - CONT.

### EDUCATIONAL OPPORTUNITIES:

- MFEA ANNUAL CONVENTION - Michigan's greatest networking partner for event planners, volunteers, vendors and their communities! Special Member rates for registration fees at this three-day educational, entertaining and networking extravaganza! Includes educational workshops designed specifically for the festival/fair/special event industry, networking opportunities, showcase of entertainment, marketplace tradeshow, etc.
- MFEA EDUCATIONAL SEMINAR(S) - Member rates for registration fees. Seminars designed specifically for the festival/fair/event & Tourism Industry.

### RECEIVED MFEA PUBLICATIONS:

- MFEA MICHIGANFUN eNEWSLETTER - Members will receive an e-version of the MFEA Newsletter to keep them up-to-date on MFEA and key industry issues. Publication is monthly.
- "THE EVENT GATEKEEPERS' GUIDE" (aka The EGG) - The ABC's of Event Planning! Complimentary e-version of "The Event Gatekeepers' Guide" (aka The EGG) upon initial membership payment. This is an educational manual for community volunteers and gatekeepers serving festivals and events that includes essential information for everyone who coordinates and runs a festival or event. Hard copy version (print) is available to MFEA members at a discounted price.

#### Publications Updated Annually:

- One FREE downloadable e-version of **MFEA's Membership Directory** (.PDF format) Hard copy may be purchased for \$75.
- One FREE printed copy of the four-color **Buyers' Guide Featuring MFEA Vendors**. (Additional Buyers' Guide copies may be purchased for \$50.)

### ADVERTISING OPPORTUNITIES:

- Advertising space is available at a membership cost for the following (information will be sent to all Members at the time these opportunities are available):
  - MFEA website (michiganfun.com)
  - MichiganFun e-News
  - Convention Preview and Program
  - Michigan.com/MFEA Tabloid released in the Spring.

### THE MARKETING VOICE OF MFEA SERVING OUR MEMBERS:

- PARTY AT MI PLACE Billboards
- Party @ MI Place at MichiganBusinessNetwork.com – Internet Radio Program
- MFEA Member Press Releases Forwarded to MFEA Press Contacts
- MFEA LEGISLATIVE REPRESENTATION

### COST SAVINGS BENEFITS:

- CORPORATE PARTNER DISCOUNTS - Members receive discounts with our corporate partners.
- DISCOUNTS WITH MFEA VENDOR MEMBERS - Some MFEA Vendors choose to give discounts to other MFEA Members throughout the year, or at the MFEA Convention. Support your MFEA Vendors!
- D & O Officers Insurance