



Michigan Festivals & Events Association Annual Tourism Colleagues Membership Benefits

Tourism Colleagues

Tourism Colleagues: i.e.: CVB, COC, Mainstreet, DDA, Parks & Rec Dept., etc...

New and Renewing Associate/Tourism Colleague Members.....\$100

Annual Benefits

TOURISM COLLEAGUE MARKETING:

- **MFEA WEBSITE** - Listing and link on MFEA website (www.michiganfun.com). Members may include a featured picture with their listing. Additional photos or photo collage welcomed. Please email photo(s) (JPEG format) to media@mfea.org for inclusion.
- **MICHIGAN.COM SPRING EVENT TABLOID LISTING**, pending partnership renewal - Full color tabloid printed annually and distributed statewide as a special pull-out entertainment section in The Detroit News and the Detroit Free Press. Members have the opportunity to advertise in this publication at a discounted rate.
- **MLIVE MEDIA GROUP SPRING EVENT TABLOID LISTING**, pending partnership renewal – Full color tabloid featuring MFEA Festivals, Fairs, Events, Main Attractions and Tourism Colleagues. Printed in 8 booth 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. Members have the opportunity to advertise in this publication at a discounted rate.

TOURISM COLLEAGUE 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.

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 industry.

RECEIVED MFEA PUBLICATIONS:

- **MFEA ANNUAL FESTIVALS, FAIRS, EVENTS AND MAIN ATTRACTIONS BROCHURE** –A limited supply will be provided for your use. Additional copies will include shipping and handling charge.
- **MFEA NEWSLETTER** - Members will receive the MFEA Newsletter to keep them up-to-date on MFEA and key industry issues.



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RECEIVED MFEA PUBLICATIONS continued:

- **“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)
 - Convention Preview and Program
 - Michigan.com/MFEA Spring Tabloid
 - MLive Media Group/MFEA Spring tabloid

SPECIAL 4 FOR 1 MEMBERSHIP:

- **Complimentary Membership for Community Partners: (1) Art Gallery, (1) Art Studio and (1) Museum**– With your application form, please fill out a complimentary application to help promote your local community partners (see enclosed Complimentary Community Partners benefits).

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**