

Michigan Festivals & Events Association - **Membership Application**



Public Information
For Listing

Information for Publication (MFEA website, Membership Directory, Buyers' Guide etc.)

Application Date: _____ Business Name: _____

Business Address/City/State/Zip: _____

County: _____ Phone (public, for listing): _____

Email (public, for listing): _____ Website: _____

For MFEA Office &
Members Use Only

Primary Contact: _____ Title: _____

Primary Address/City/State/Zip: _____

Primary Email: _____ Primary Phone: _____

Secondary Contact: _____

Secondary Address/City/State/Zip: _____

Secondary Email: _____ Secondary Phone: _____

**Vendor Primary Contact will be listed on MFEA Website unless otherwise requested.*

--- Please check the following category and subcategory ---

FESTIVAL / FAIR / EVENT - Activities Within Event (please check all that apply)

On an attached sheet, please provide a short description of your event (75 words or less) to be included on your MFEA web page. If you wish to have a photo or logo included on your MFEA web page, please send your image file (JPEG or GIF) to membership@mfea.org. Call MFEA for assistance.

- | | | | | |
|--|---|--|---|---|
| <input type="checkbox"/> 5k Walk/Run | <input type="checkbox"/> Bike Tour | <input type="checkbox"/> Costume Contest | <input type="checkbox"/> Holiday Event | <input type="checkbox"/> Rodeo |
| <input type="checkbox"/> Ag Tours | <input type="checkbox"/> Boat Party | <input type="checkbox"/> Culinary | <input type="checkbox"/> Midway | <input type="checkbox"/> Speakers |
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Camping | <input type="checkbox"/> Fair | <input type="checkbox"/> Motor Cycle Show | <input type="checkbox"/> Sporting Event |
| <input type="checkbox"/> Arts- Arts & Crafts | <input type="checkbox"/> Carriage Rides | <input type="checkbox"/> Farmers' Market | <input type="checkbox"/> Music | <input type="checkbox"/> Talent Show |
| <input type="checkbox"/> Arts- Fine Arts | <input type="checkbox"/> Children's Activities | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Pageant | <input type="checkbox"/> Truck & Tractor Pull |
| <input type="checkbox"/> Arts- Primary Focus | <input type="checkbox"/> Circus | <input type="checkbox"/> Flea Market | <input type="checkbox"/> Parade | <input type="checkbox"/> Wine Tasting |
| <input type="checkbox"/> Auto Show | <input type="checkbox"/> Civil War Re-enactment | <input type="checkbox"/> Garden Tours/Walk | <input type="checkbox"/> Restaurant Tour | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Beach Party | <input type="checkbox"/> Concessions | <input type="checkbox"/> Hay Rides | <input type="checkbox"/> Riverboat Rides | |
| <input type="checkbox"/> Beverage Tent | <input type="checkbox"/> Corn Mazes | | | |

Renewal is based on attendance:

| | |
|----------------------------|-----------------------------|
| Under 2,500 - Fee \$125 | 15,001 - 75,000 - Fee \$200 |
| 2,501 - 15,000 - Fee \$160 | Over 75,000 - Fee \$250 |

****All new members are eligible for an introductory offer of \$125. ****
Past members must have a 2 year lapse to receive the introductory offer.

Event Name: _____

Event Location Address: _____

Next 2 Years of Event Dates (Mo, Date, Year)

Event Attendance _____ # of Volunteers _____ Volunteer Hours _____

NEW!

5 FOR 1: COMPLIMENTARY CULTURAL ORGANIZATIONS (FOR FESTIVALS / FAIRS / EVENTS MEMBERS ONLY)

NEW!

MFEA will notify you after your paid membership to receive a complimentary membership for one Museum, one Art Gallery, one Art Studio, and one Library in your local community, "the gift that keeps on giving".

FUN SPOTS & LODGING \$100 - i.e. Amusement Park, Art Gallery, Brewery, Casino, Museum, Water Parks, Zoo, Resorts, Bed & Breakfast, Hotel, Winery, etc.

MAIN ATTRACTIONS \$500 - By invitation only. Call the MFEA office or visit www.michiganfun.com/members for benefits.

VENDORS \$160 Access to MFEA's Member List Upgrade \$35

Please mark one category; additional categories are available for \$30 each

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Acts/Entertainment | <input type="checkbox"/> Consulting | <input type="checkbox"/> Midways/Carnivals | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Ad Layout & Design | <input type="checkbox"/> Crafters | <input type="checkbox"/> Midway Games | <input type="checkbox"/> Recycling |
| <input type="checkbox"/> Artist | <input type="checkbox"/> Event Furniture/Décor Rentals | <input type="checkbox"/> Mobile Apps | <input type="checkbox"/> Security |
| <input type="checkbox"/> Auctioneers | <input type="checkbox"/> Family Entertainment | <input type="checkbox"/> Mobile Payment Processing | <input type="checkbox"/> Services |
| <input type="checkbox"/> Awards/Trophies | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Outdoor Entertainment | <input type="checkbox"/> Supplies/Equipment/Tent Rental |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Food Concessions | <input type="checkbox"/> Parade Equipment/Units | <input type="checkbox"/> Social Media Services |
| <input type="checkbox"/> Beverage Glassware | <input type="checkbox"/> Inflatable Games | <input type="checkbox"/> Photography/Video Services | <input type="checkbox"/> Speakers |
| <input type="checkbox"/> Breweries/Bottlers/Distributors | <input type="checkbox"/> Insurance | <input type="checkbox"/> Portable Restrooms | <input type="checkbox"/> Specialty Items |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Laser Shows | <input type="checkbox"/> Printing | <input type="checkbox"/> Stage/Sound/Lighting Equipment |
| <input type="checkbox"/> Communications-Two-Way Radios | <input type="checkbox"/> Marketing & Advertising | <input type="checkbox"/> Promotional Items | <input type="checkbox"/> Website Services |
| | | | <input type="checkbox"/> Other _____ |

Describe your business in 10 words or less: _____

TOURISM COLLEAGUES \$100 - i.e. Chambers of Commerce, Convention Visitor Bureaus, DDA, Mainstreet, Parks & Recreation, etc.

STUDENT \$25

College/University Attending: _____ City, State, ZIP: _____

Student I.D. #: _____ Curriculum: _____ Graduation Year: _____

College/University Advisor: _____ Advisor's email: _____

Please share my name with events recruiting volunteers and/or interns.

PAYMENT INFORMATION: (MFEA Office information only)

Treasurer: _____ Email: _____

Billing Address: _____ Phone: _____

City, State, ZIP: _____

Donation: \$ _____

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

Total amount enclosed/charged: \$ _____

Check enclosed payable to "Michigan Festivals and Events"

Please invoice (Membership will not begin until full payment is received)

Credit Card [VISA MasterCard Discover]

CC# _____ Exp. Date: _____ Billing Zip Code: _____

Signature: _____

Please fill in all information you have available. Your dates and public contact information go into our publications so you can be contacted by the public and by other MFEA members. We ask that you provide contact information for two people so our office has a better chance of reaching at least one person in your organization if necessary. Subsequent yearly member dues are based on attendance numbers, it is important you complete this section to the best of your knowledge. The volunteer info, helps us get to know our members better.

Send completed form back to us via regular mail (see address below), email (membership@mfea.org), or fax (see number below).

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

*As of 8/25/2003, an FCC regulation prohibits MFEA from faxing information to you about promotional opportunities and member specials without your expressed, written permission. E-mails containing commercial messages may soon follow suit.

To receive all notices from MFEA, 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 via regular mail, e-mail, telephone or fax.



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** - 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** – 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.



Michigan Festivals & Events Association

Annual Tourism Colleagues Membership Benefits

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

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**