



# Michigan Festivals & Events Association

## Annual Festivals, Fairs, & Events Membership Benefits

### Festivals, Fairs, & Events

\*\*\***SPECIAL** - New Festival, Fair, & Event Members (first year only) ..... \$125  
*\* Past Members who would like to return must have a minimum Two-year lapse in Membership to receive special introductory rate of \$125.*

Festival Renewal .....Dues based on attendance

Attendance Level	Membership Fee
Under 2,500	\$125
2,501 – 15,000	\$160
15,001 – 75,000	\$200
75,001 & over	\$250

### Annual Benefits:

**YOUR FESTIVAL/FAIR/EVENT IS MARKETED IN OVER 1,000,000 PRINTED PROMOTIONAL MATERIALS INCLUDING:**

- **MFEA ANNUAL "FESTIVALS/FAIRS/EVENTS/MAIN ATTRACTIONS" BROCHURE LISTING** – Full color brochure printed annually. Listing includes event, date, location, and information phone number. Major MFEA distribution points such as McDonalds Restaurants of Michigan, AAA Michigan, Michigan Welcome Centers, Michigan Secretary of State Offices and more, see enclosed distribution list.
- **SPRING TABLOID PRINTED PUBLICATIONS** - Listing includes member event name, date, location, and information phone number. Members have the opportunity to advertise in these publication at a discounted rate.
  - **michigan.com**, pending partnership renewal
    - Full color stand-alone publication "Play & Go" featured in the entertainment section
    - **Distribution Quantity:** 340,000
    - **Distribution includes:** Detroit Free Press and The Detroit News
  - **MLive Media Group**, pending partnership renewal
    - Full color publication featured as a stand-alone document
    - **Distribution Quantity:** 360,000
    - **Distribution includes:** 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
- **MFEA WEBSITE - [www.michiganfun.com](http://www.michiganfun.com)** – (averages 200,000-250,000 page views monthly) Includes alphabetical listing, Festival/Fair/Event description of 75 words or less, and searchable date listing. Members may include a featured picture with their listing. Also includes link to your website, if applicable.

### 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).

### YOUR FESTIVAL/FAIR/EVENT Listings:

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



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### 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 NEWSLETTER** - Members will receive the MFEA Newsletter to keep them up-to-date on MFEA and key industry issues.
- **"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 Program
  - Michiganfun.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**