



Michigan Festivals & Events Association

Annual Festivals, Fairs, & Events Membership Benefits

Festivals, Fairs, & Events

*****SPECIAL** - New Festival, Fair, & Event Members (first year only) \$99
 * *Past Members who would like to return must have a minimum Two-year lapse in Membership to receive special introductory rate of \$ 135.*

Festival RenewalDues based on attendance

Attendance Level	Membership Fee
Under 2,500	\$135
2,501 – 15,000	\$175
15,001 – 75,000	\$225
75,001 & over	\$275

Annual Benefits:

YOUR FESTIVAL/FAIR/EVENT IS MARKETED IN OVER 250,000 PRINTED PROMOTIONAL MATERIALS INCLUDING:

- **MFEA ANNUAL "MichiganFun.com" A 5; 5N-B9 LISTING** – Full color magazine 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:** 300,000
 - **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** – (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.

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.



Michigan Festivals & Events Association

Annual Festivals, Fairs, & Events Membership Benefits

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 E-NEWSLETTER** - Members will receive the MFEA E-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**



Michigan Festivals & Events Association

MEMBERSHIP APPLICATION Festivals - Fairs - Events

Public Information For Listing
(MFEA website, Membership Directory, etc.)

Application Date: _____ Event Name: _____

Event Address: _____ City: _____

State: _____ Zip: _____ County: _____ Phone: _____

Email: _____ Website: _____

Twitter Handle (ie @MIFestival): _____

Youtube Channel: _____

Instagram: www.instagram.com/ _____

Facebook Page: _____

I give MFEA permission to use our social media photos

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: _____

How did you hear about MFEA? _____

Submit Your Information

DESCRIPTION: Please provide us with a description to be included on the MFEA website for your own personal event page. You may include all events, activities, specials and offerings in this description. **The MFEA website www.michiganfun.com is updated every 24 hours. You may email information to update your page at any time.**

PHOTO OR LOGO: Each listing receives one photo or logo to be set as your featured image for your page on the www.michiganfun.com website.

Please email your description and featured photo/logo to membership@mfea.org. You may also include your description on an attached separate document if preferred.

Charitable Giving

Estimated dollar amount given back to charities and your community: \$ _____ (For MFEA programming use)

Volunteer Tracking

Estimated Total Event Attendance: _____ Estimated Total # of Volunteers: _____

Estimated Total Volunteer Hours: _____

Next 4 years of event dates if available:

Month/Date _____ 20____, Month/Date _____ 20____

Month/Date _____ 20____, Month/Date _____ 20____

(Membership Application continued....)

Activities Within Event (please check all that apply):

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

PAYMENT INFORMATION: (MFEA Office information only)

MEMBERSHIP DUES

\$99 Introductory Fee - Membership SPECIAL (Past members must have a 2 year lapse to receive the introductory offer.)

Renewal fee is based on attendance:

Under 2,500 - Fee \$135 2,501 - 15,000 - Fee \$175 15,001 - 75,000 - Fee \$225 75,000+ - Fee \$275

Treasurer: _____ Email: _____

Billing Address: _____ Phone: _____

City, State, ZIP: _____

Please consider a donation to the Michigan Festivals & Events Foundation, a 501.C.3 tax-exempt foundation: \$ _____

**Donations to the Foundation may be tax deductible. Check with your tax consultant.*

Total amount enclosed/charged: \$ _____

- Check enclosed payable to "Michigan Festivals and Events"
- Please invoice (Membership will not begin until full payment is received)
- Charge my Credit Card [VISA, MasterCard, Discover]

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

3-Digit Code: _____ Signature: _____

***DISCLAIMER:** MFEA is not liable for incorrect information which has been provided to the MFEA office by each member.

Applicant Name (Printed): _____

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.

Send completed forms to MFEA by mail, fax or email (see below for contact information).



MFEA MISSION STATEMENT:
To support and promote festivals, fairs, events, attractions, suppliers and tourism through education, marketing and networking for the success of our members.