



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.....\$1&)

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 MAGAZINE** –A limited supply will be provided for your use. Additional copies will include shipping and handling charge.
- **MFEA E-NEWSLETTER** - Members will receive the MFEA E-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

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

Vendors - Fun Spots & Lodging
Tourism Colleagues

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

Application Date: _____ Business Name: _____
Business 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: _____
**Vendor/Tourism Colleague Primary Contact will be listed on MFEA Website unless otherwise requested.*
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? _____

Charitable Giving

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

VENDOR \$175

VENDOR \$210 - Includes access to MFEA's Monthly Updated Member List- Excel spreadsheet with all member contact information, emailed monthly

DESCRIPTION: Please provide us with a description to be included on the MFEA website for your own personal vendor 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. Please email or attach on a separate sheet a description of your business- 75 words or less.

Please mark one category; additional categories are available for \$35 each

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

(Membership Application continued....)

FUN SPOTS & LODGING \$125 - i.e. Orchard, Pumpkin Patch, Farm Tour, Cider Mill, Canoe Livery

DESCRIPTION: Please provide us with a description to be included on the MFEA website for your own personal Fun Spot & Lodging 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.*

TOURISM COLLEAGUES \$125 - i.e. Chambers of Commerce, CVB, DDA, Mainstreet, Parks & Rec, etc.

DESCRIPTION: Please provide us with a description to be included on the MFEA website for your own personal Tourism Colleague 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.*

PAYMENT INFORMATION: (MFEA Office information only)

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)

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.