



Michigan Festivals and Events Association?

WANNA JOIN THE FUN?



MARKET FOCUS

Michigan Festivals and Events Association (MFEA) is fully vested in all its members to provide the best membership benefits, training, and resources to make community functions fun, profitable and a valuable developmental tool for each of our communities. We offer many ways to network with others within this organization and beyond.

BENEFITS:

MichiganFun.com Website

Our website is streamline for the event search process and allow patrons to find your event in a fraction of the time. The advanced search function shows filtering by specific event criteria such as date, location, and key words.

MichiganFun.com Magazine (Availability)

Full color magazine; Printed quarterly opportunity for additional advertising
Distributed to:

- Michigan Welcome Centers
- Michigan Secretary of State Offices
- Convention Visitors Bureaus
- Chambers of Commerce
- And more!

Spring Tabloid Mlive Media Group

- Averaging 426K page views annually
- 75% mobile views
- Your own page within our page
- Additional advertising available

MFEA Buyers Guide

Providing a guide with all our Vendor Members to all our members. Additional opportunities for advertising.

Sourcing

MFEA Buyers Guide sent out to all members and updated continually on our website
www.michiganfun.com

- Vendors
- Entertainers
- Suppliers
- Service Providers
- Membership Directory (continually updated online)



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ADDITIONAL BENEFITS:

Partnerships

Expressing the importance of the Arts, Culture, Festivals, Fairs and Events in the State of Michigan and the role they play in this state's economic development. Here is a list of our partners:

- Cultural Advocacy Network
- International Festivals and Events Association
- Kelley Cawthorne (Lobbying)
- Michigan Association of Chamber Professionals
- Michigan Association of Convention & Visitors Bureau
- Michigan Association of Fairs Exhibitions
- Michigan Business Network
- Michigan Chamber of Commerce
- Michigan Council for Arts & Cultural Affairs
- Michigan Department of Agriculture & Rural Development
- Michigan Restaurant and Lodging Association
- Tourism Industry Coalition of Michigan
- Travel Michigan "Pure Michigan"

Education

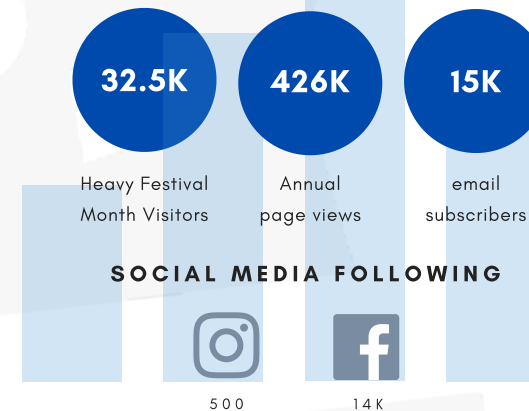
- Convention and Training Events
- Grant Writing
- Seminars (TIP & TAM Training)
- Seminars on Active Shooter
- Seminars on Public Safety
- Social Media Training
- Zoom Meetings
- Volunteer Support

MFEA IS AN ADDITIONAL MARKETING VOICE:

- MichiganFun.com BILLBOARDS
- Party At MI Place at MichiganBusinessNetwork.com
- MFEA Legislative Representation
- Website advertising and Social Media
- MichiganFun.com Magazine (printed quarterly)

STATS

Website and social media statistics





Michigan Festivals and Events Association

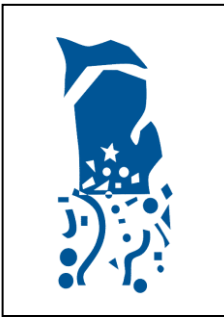
Membership Investment Levels

Memberships will automatically renew on anniversary date
If you wish to cancel, please contact our office.

| FESTIVALS & EVENTS | INVESTMENT \$500 | INVESTMENT \$275 | INVESTMENT \$225 | INVESTMENT \$175 | BASIC \$125 | SERIES \$125 <small>Farmers Markets, Concert Series, Movie Nights etc.</small> |
|--|------------------|------------------|------------------|------------------|-------------|--|
| MichiganFun.com Website Listing (426K Annual Views, 75% Mobile) | ● | ● | ● | ● | ● | ● |
| MichiganFun.com Magazine Listing | ● | ● | ● | ● | ● | ● |
| Mlive Media Group Spring Tabloid | ● | ● | ● | ● | ● | ● |
| 1/8 Ad in MichiganFun.com Magazine \$500 Value | ● | | | | | |
| MichiganFun.com 30 Day Digital Banner Ad (Desktop & Mobile) - \$200 Value | ● | ● | | | | |
| Facebook / Instagram 30 Day Paid Ad Campaign via MFEA Profile - \$100 Value | ● | ● | ● | | | |
| Facebook Event via MFEA Profile - \$50 Value | ● | ● | ● | ● | | |
| MFEA Membership Directory Listing | ● | ● | ● | ● | ● | ● |
| Convention Registration Reduced Pricing | ● | ● | ● | ● | ● | ● |
| Zoom Educational Trainings & Seminars | ● | ● | ● | ● | ● | ● |
| MFEA Buyers Guide Vendor Publication Copy | ● | ● | ● | ● | ● | ● |
| MFEA Professional Team Support & Assistance | ● | ● | ● | ● | ● | ● |
| Event promotion on Pure Michigan Website | ● | ● | ● | ● | ● | ● |
| VENDORS | \$75 | | | | | |
| MichiganFun.com Website Listing (426K Annual Views, 75% Mobile) | | | ● | | | |
| MFEA Membership Directory Listing | | | ● | | | |
| MFEA Buyers Guide Listing | | | ● | | | |
| Convention Registration Reduced Pricing | | | ● | | | |

MEMBER BENEFITS

MichiganFun.com Membership Application



For Publication on MichiganFun.com and Magazine

Company Name: _____

Phone: _____ E-mail: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Same as Physical Address

Mailing Address: _____

City: _____ State: _____ Zip: _____

Social Networks:

Facebook: _____ Instagram: _____

LinkedIn: _____ Twitter: _____

Office Information

Primary Contact: _____ Title: _____

Phone: _____ Cell: _____ Email: _____

Investment \$500

Basic \$125

Investment \$275

Series \$125

Investment \$225

Vendor \$75

Investment \$175

Chamber/CVB

Payment

Visa

Mastercard

Discover

Amex

PayPal.me/michiganfun

CC# _____ Exp Date: _____ 3 Digit Code: _____ Zip: _____

Signature: _____ Date: _____

If returning by mail. Please make a check payable to **Michigan Festivals and Events Association**
P.O. Box 75 Flushing, MI 48433 · Phone: 989-845-2080 · michiganfun.com · eric@michiganfun.com