



Berlin Fair  
PO Box 256  
Marne, MI 49435  
[www.berlinfair.org](http://www.berlinfair.org)

Dear Friend of the Berlin Fair:

Planning for the 161<sup>st</sup> Annual Berlin Fair, to be held July 4-9, 2016, is well underway and we need your help to make the 2016 fair a successful community event. The Berlin Fair Board works very hard to secure top quality entertainment while keeping admission charges low. It is through the help of community businesses that we are able to continue this tradition.

Opportunities for you to support the fair through sponsorships or advertising your business are available. Our event flyer continues to receive many positive comments and thousands of downloads from our website. If you would like to view the 2015 flyer, visit our web page where you will find a link. Over 20,000 copies of the event flyer will be printed and distributed throughout our local and surrounding communities. Many businesses have found that fair sponsorship has brought many positive comments from the community. Being a fair sponsor or sponsor of an event or attraction is another opportunity to show your support and advertise your business.

The Berlin Fair attracts nearly 30,000 attendees from Grand Rapids to Muskegon and surrounding communities. With your sponsorship, your business becomes associated with a fun, successful community event. This is your opportunity to show your support for Michigan's oldest continuously running fair.

Thank you for your time in considering this opportunity, and I look forward to hearing from you.

Joan Kutchin, Fair Book/Event Flyer Coordinator  
(616) 308.3069  
[kutchjoa@gmail.com](mailto:kutchjoa@gmail.com) (the best way to reach me)

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Please detach and send with payment no later than **March 4, 2016**. Mail to PO Box listed above and attention to Joan.

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Company Name: \_\_\_\_\_ Contact # \_\_\_\_\_

\_\_\_\_ Fair Book sponsorship. Business name only listed. 400 copies printed and on website - \$25.00

\_\_\_\_ Fair Book full back ad. 400 copies printed and on website - \$250.00

\_\_\_\_ Event Flyer ad. Please email if new sponsor or if logo has changed.

Ad size: Business Card @ \$120.00\_\_\_\_ Quarter page @ \$220.00\_\_\_\_ Half page @ \$320.00\_\_\_\_

\_\_\_\_ **Sponsorship** only in the amount of \$ \_\_\_\_\_

\_\_\_\_ An **attraction/day sponsor** in the amount of \$ \_\_\_\_\_

for \_\_\_\_\_ (please name attraction chosen from list on the  
Berlin Fair Sponsorship Opportunities sheet)

# Berlin Fair Sponsorship Opportunities sheet

Friend of the Fair	Name / business name listed on website and flyer distributed to 30,000+ households	\$50.00
Fair Supporter	Name / business name listed on website and flyer distributed to 30,000 households	\$150.00
Fair Sponsor	Name / business name listed on website and flyer distributed to 30,000 households	\$300.00 or more

## **Attractions for 2016 with proposed sponsorship amounts:**

- Great Lakes Timber Show - minimum \$500. Total needed for full sponsorship \$6500 (this nationally recognized show will appear each day Monday-Saturday)
- Barnyard Express – minimum \$500. Total needed for full sponsorship \$3500 (this show will appear each day Monday-Saturday)
- Whispering Pines - minimum \$500. Total needed for full sponsorship \$4500 (this show will appear each day Monday-Saturday)
- Community Hymn Sing - minimum \$250. Total needed for full sponsorship \$500
- B & D Pedal Pullers - minimum \$300. Total needed for full sponsorship \$600 (this show will appear on Kid's Day – Friday)
- Music Stage with live bands, karaoke, D.J. – various entertainers and costs – please e-mail if interested in learning more about this opportunity

## **Special Days for 2016 - \$500 to sponsor the day**

- Tuesday, **July 5** – Coopersville Cares Food Drive / Special Admission Pricing
- Wednesday, **July 6** – Senior's Day
- Thursday, **July 7** – Disability Awareness Day
- Friday, **July 8** – Kids' Day
- Saturday, **July 9** – Veteran's Day

## **Grandstand Events**

- Tuesday, July 5 – Unique Motor Sports Night of Destruction
- Friday, July 8 – Michigan Truck and Tractor Pullers

**Please contact us regarding sponsoring the Grandstand events; we have special packages for your company for sponsoring the Grandstand events.**

**Doing a company picnic this summer?** Contact us for special packaging to have your summer picnic at the fair. We can tailor it to your business needs as well as great a fun and exciting day for your employees and their families! Advertising on the grounds during the picnic included.

**\*\*Attraction, day, and grandstand sponsors will be listed as such in the Event Flyer, on the website, and have space available to hang a banner on the grounds for the week\*\***

**\* All banners are supplied by the advertiser and will be returned at the end of Fair.\***