

PARTY AT MI PLACE™

MI Festivals & Events Association

michiganfun.com

You're Invited to Become a Member!

There's a special skill to hosting an event...planning, training volunteers, establishing committees, decorating, food prep, setting up entertainment... the list is endless! And that's where Michigan Festivals & Events Association comes in! Membership in MFEA is one of the best investments your organization/business can make.

MFEA's more than 800 members represent a wide spectrum of Michigan's festivals, fairs, events, attractions, and tourism colleagues well as the state's and nation's most experienced event vendors. It is a comprehensive list of the most celebrated event professionals around.

There are many good reasons to be a member of MFEA but the most important is the ability to connect and exchange ideas with other event professionals throughout Michigan and across the nation.

Please take the opportunity to review this membership packet and join us today!

Sincerely,



Sue Bila, CFEE
Executive Director



Ideas Shared...

Visions Formed...

A New Level!

P.O. Box 22, Chesaning, MI 48616 • Phone: 989-845-2080 Fax: 989-845-5074
www.michiganfun.com • membership@mfea.org

MFEA's Categories of Membership:

Festivals/Fairs/Events
Vendors
Tourism Colleagues

Main Attractions
Lodgings & Attractions
Students

Why Join MFEA?

At MFEA, our charter is to provide membership, training, and resources to make community functions fun, profitable, and a valuable development tool for each of our communities.

MFEA is an additional marketing voice for our members through:

- 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

Did You Know?

Over 35 million guests attend Michigan Festivals, Fairs and Events annually. This industry makes a valuable contribution, both economically and culturally to the people of the Great Lakes State. The community events held throughout the year generate an economic impact over millions of dollars and attract millions of visitors promoting and celebrating Michigan. Festivals, fairs, events and attractions...

- **Provide** an opportunity for members of the community to discover, develop, and display their skills and talents by encouraging self-expression.
- **Provide** a showcase for new ideas in music, art, drama, crafts and sports.
- **Increase** community spirit and pride, while at the same time, broaden the cultural and recreational resources of the locality and emphasize its unity with the rest of the state and country.
- **Provide** an opportunity to celebrate our history, culture, harvests, heritage and vast array of unique waterways.
- **Stimulate** travel to a community and the surrounding region, thereby helping to correct regional disparities.
- **Encourage** the community to grow and prosper by attracting dollars to it in the form of tourism and, in some cases, new industry.
- **Bring** a community together through both the planning of, and the attendance at the event, and will help to give the town a more “people” oriented identity.
- MFEA is one stop shopping for your celebration. We have contact information for MFEA member acts & entertainers, insurance agents, tent rentals, food concessionaires, midways, carnivals, and many more.

Michigan Festivals & Events Association Membership Benefits

Enjoy Pure Michigan Festivals, Fairs, Events, & Attractions Brochure - Full Color Brochure Printed Annually - thousands of brochures printed and distributed through participating McDonald's Restaurants, AAA offices, Michigan Welcome Centers among many other distribution points. Brochure features MFEA member Festivals, Fair, Cultural & Special Events and Main Attractions.

"The Event Gatekeepers' Guide" (aka The EGG) - The ABC's of Event Planning! Complimentary e-version of 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.

MFEA Membership Directory - Each member will receive a FREE downloadable e-version of the MFEA Membership Directory. Member will be grouped in MFEA category listing organization name, contact person, address, phone number, fax number (if applicable), website and email information and more.

MFEA Buyers' Guide featuring MFEA Vendors - Each member will receive one FREE printed copy of the four-color Buyers' Guide Featuring MFEA Vendors. Community Partners receive e-version only. (Additional Buyers' Guide copies may be purchased for \$50.) MFEA Vendors have the opportunity to purchase full page ads for publication

MFEA MichiganFun eNewsletter - Members will receive an e-version of the MFEA Newsletter to keep them up-to-date on MFEA and key industry issues. Publication is monthly. Provide as many emails as you wish: i.e. your board members, committee members etc. to receive the e-Newsletter.

MFEA Website- www.michiganfun.com - Listing, Link and Photo on MFEA Web Site. This website has over a million hits per month. Vendor's Buyers' Guide Ads will be placed on website

Detroit Media Partners Spring Tabloid - Statewide Distribution - Listing includes Festival, Fair, Event members to include name, location, dates. Main Attraction listing to include name, location phone, and website.

MFEA Annual Convention - Michigan's greatest networking place 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.

Educational Seminars - Member rates for registration fees. Seminars designed specifically for the festival/fair/special event industry.

Corporate Partner Discounts (when available) - Members receive discounts with our corporate partners.

Discounts with MFEA Vendor Members (when available) - Some MFEA Vendors choose to give discounts to other MFEA Members throughout the year, or at the MFEA Convention. Support your MFEA Vendors!

Directors & Officers Insurance - Member discounts available.

5 Memberships for 1 - **NEW** MFEA Festival, Fair, & Event members receive FIVE (5) memberships included in their membership. These are valid for one of each of the following in the member's community: Art Studio, Art Gallery, Museum, Library. This membership will promote the entire community and emphasize the "placemaking" strength of a festival and its partners.

Michigan Festivals & Events Association - **Membership Application**



**Public Information
For Listing**

Information for Publication (MFEA website, Membership Directory, Buyers' Guide etc.)

Application Date: _____ Business Name: _____

Business Address/City/State/Zip: _____

County: _____ Phone (public, for listing): _____

Email (public, for listing): _____ Website _____

**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: _____

**Vendor Primary Contact will be listed on MFEA Website unless otherwise requested.*

--- Please check the following category and subcategory ---

FESTIVAL / FAIR / EVENT - Activities Within Event (please check all that apply)

On an attached sheet, please provide a short description of your event (75 words or less) to be included on your MFEA web page. If you wish to have a photo or logo included on your MFEA web page, please send your image file (JPEG or GIF) to membership@mfea.org. Call MFEA for assistance.

- | | | | | |
|----------------------------------------------|-------------------------------------------------|--------------------------------------------|-------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> 5k Walk/Run | <input type="checkbox"/> Bike Tour | <input type="checkbox"/> Costume Contest | <input type="checkbox"/> Holiday Event | <input type="checkbox"/> Rodeo |
| <input type="checkbox"/> Ag Tours | <input type="checkbox"/> Boat Party | <input type="checkbox"/> Culinary | <input type="checkbox"/> Midway | <input type="checkbox"/> Speakers |
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Camping | <input type="checkbox"/> Fair | <input type="checkbox"/> Motor Cycle Show | <input type="checkbox"/> Sporting Event |
| <input type="checkbox"/> Arts- Arts & Crafts | <input type="checkbox"/> Carriage Rides | <input type="checkbox"/> Farmers' Market | <input type="checkbox"/> Music | <input type="checkbox"/> Talent Show |
| <input type="checkbox"/> Arts- Fine Arts | <input type="checkbox"/> Children's Activities | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Pageant | <input type="checkbox"/> Truck & Tractor Pull |
| <input type="checkbox"/> Arts- Primary Focus | <input type="checkbox"/> Circus | <input type="checkbox"/> Flea Market | <input type="checkbox"/> Parade | <input type="checkbox"/> Wine Tasting |
| <input type="checkbox"/> Auto Show | <input type="checkbox"/> Civil War Re-enactment | <input type="checkbox"/> Garden Tours/Walk | <input type="checkbox"/> Restaurant Tour | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Beach Party | <input type="checkbox"/> Concessions | <input type="checkbox"/> Hay Rides | <input type="checkbox"/> Riverboat Rides | |
| <input type="checkbox"/> Beverage Tent | <input type="checkbox"/> Corn Mazes | | | |

Renewal is based on attendance:

Under 2,500 - Fee \$125	15,001 - 75,000 - Fee \$200
2,501 - 15,000 - Fee \$160	Over 75,000 - Fee \$250

Event Name: _____

Event Location Address: _____

Next 2 Years of Event Dates (Mo, Date, Year)

****All new members are eligible for an introductory offer of \$125. ****
Past members must have a 2 year lapse to receive the introductory offer.

_____ Event Attendance _____ # of Volunteers _____ Volunteer Hours _____

NEW!

5 FOR 1: COMPLIMENTARY CULTURAL ORGANIZATIONS (FOR FESTIVALS / FAIRS / EVENTS MEMBERS ONLY)

NEW!

MFEA will notify you after your paid membership to receive a complimentary membership for one Museum, one Art Gallery, one Art Studio, and one Library in your local community, "the gift that keeps on giving".

FUN SPOTS & LODGING \$100 - i.e. Amusement Park, Art Gallery, Brewery, Casino, Museum, Water Parks, Zoo, Resorts, Bed & Breakfast, Hotel, Winery, etc.

MAIN ATTRACTIONS \$1000 - By invitation only. Call the MFEA office or visit www.michiganfun.com/members for benefits.

VENDORS \$160 Access to MFEA's Member List Upgrade \$35

Please mark one category; additional categories are available for \$30 each

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

Describe your business in 10 words or less: _____

TOURISM COLLEAGUES \$100 - i.e. Chambers of Commerce, Convention Visitor Bureaus, DDA, Mainstreet, Parks & Recreation, etc.

STUDENT \$25

College/University Attending: _____ City, State, ZIP: _____
 Student I.D. #: _____ Curriculum: _____ Graduation Year: _____
 College/University Advisor: _____ Advisor's email: _____
 Please share my name with events recruiting volunteers and/or interns.

PAYMENT INFORMATION: (MFEA Office information only)

Treasurer: _____ Email: _____
 Billing Address: _____ Phone: _____
 City, State, ZIP: _____

Donation: \$ _____

**Donations to the Foundation may be tax deductible. Check with your tax consultant. MFEF is a 501.C.3 tax-exempt foundation.*

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: _____

Signature: _____

Please fill in all information you have available. Your dates and public contact information go into our publications so you can be contacted by the public and by other MFEA members. We ask that you provide contact information for two people so our office has a better chance of reaching at least one person in your organization if necessary. Subsequent yearly member dues are based on attendance numbers, it is important you complete this section to the best of your knowledge. The volunteer info, helps us get to know our members better.

Send completed form back to us via regular mail (see address below), email (membership@mfea.org), or fax (see number below).

Applicant 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.