July 27th

Started in 2023, the Fair Ground Festival is a new music festival in Southwest Michigan. It seeks to create fair ground and opportunities for all artists and performers.

Saturday, July 27, 2024

Barry Expo Center, 1350 M-37 Hwy, Hastings, MI

Six performances	Camping	Beer & Wine
VIP/sponsor party	Kids' tent	Food trucks

Stage Sponsor | $10,000

- Banners directly in front of stage (provided by sponsor)
- 8 VIP tickets ($1,600 value)
- Logo in all print ads
- Company mention in press releases
- Acknowledgement from the stage
- 10 x 10 booth space at festival
- 8 mentions on social media
- Email marketing recognition
- Company logo on all event day signage

VIP Tent Sponsor | $7500

- Banners in VIP hosting tent (provided by sponsor)
- 6 VIP tickets ($1,200 value)
- 6 mentions on social media

Gate Sponsor | $5000

- Banners on entrance gate (provided by sponsor)
- 4 VIP tickets ($800 value)
- 4 mentions on social media

July 27th

Children's Tent Sponsor | $3000

- Banners on children's tent (provided by sponsor)
- 2 VIP tickets ($800 value)
- 4 mentions on social media

Clean Hand Hero sanitation station sponsor | $1500

- Sponsor signs (provided by sponsor) by all handwashing, toilet and water stations

Spread the Word poster sponsor | $500

- Name/logo on 1,000 posters distributed throughout Michigan

Face the Music banner sponsor | $250

- Company banner displayed throughout music festival (sponsor provides banner)

All sponsor levels

- Company logo and link on the website
- Poster signed by all performers
- Company logo on the back of 100 volunteer t-shirts
- Performer meet-and-greet opportunity
- Early access
- Exclusive merch
- Complimentary beer tickets

2023 Event Vitals

700 tickets sold | 100 volunteers | 6 performances by...

JOSEPH
Ruthie Foster
The Accidentals
Kyshona
The Crane Wives
Patty PerShayla