MIDLAND COUNTY AGRICULTURAL AND HORTICULTURAL SOCIETY SPONSORSHIP COMMITTEE APPLICATION

The Midland County Fairgrounds is growing, and we want the people helping build that growth to reflect the full talent of our Society, not just the nine of us who sit on the Board.

We are forming a Sponsorship Committee to lead the effort of securing and growing sponsorship revenue for the Fair and the Fairgrounds year-round. This committee will help identify new sponsors, deepen relationships with existing sponsors, develop naming rights and activation opportunities, and support the financial growth that lets us expand programming, facilities, and the visitor experience for our community.

The committee will be made up of fifteen voting members: eight current Board Directors (one being the board president), and seven Society members at large. A committee chair will be identified separately from this application. As with all Society committees, the President and Fair Manager sit on the committee (Manager is a non-voting seat). This structure opens real, meaningful participation to members who bring outside experience, industry connections, and fresh energy to the table.

We are looking for people who are passionate about the Fair, comfortable making a pitch or an ask, and interested in helping us build long-term partnerships with local and regional businesses.

Committee Responsibilities Include:

- Identifying and researching prospective sponsors
- Helping develop and refine sponsorship packages and pricing
- Making direct outreach and pitches to prospective sponsors, in coordination with staff
- Stewarding existing sponsor relationships throughout the year
- Reporting progress and recommendations to the full Board

The committee is expected to regularly, with additional working time between meetings.

Application Information:

Full Name: _____

Phone: _____ Email: _____

Years as a Society Members: _____

*** If known*

Midland County Agricultral and Horticultural Socity
6905 Eastman Avenue • Midland, MI 48642
Office: (989) 835-7901 • info@midlandfair.net

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Describe your involvement with the Fairgrounds to date:

Why are you interested in joining the Sponsorship Committee?

Do you have professional experience in sales, marketing, fundraising, or business development? Please describe:

Do you have existing relationships with local or regional businesses that could become Fair sponsors? Describe generally (no need to name companies yet):

What ideas do you have for growing sponsorship revenue or creating new sponsorship opportunities at the Fair?

Are you able to commit to monthly committee meetings and outreach work between meetings?

Area of the Fair you are most passionate about growing (e.g. agriculture, entertainment, youth programs, facilities):

Anything else you'd like the committee to know about you or your interest?

Signature: _____ Date: _____

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