

Upper Peninsula

*State Fair*

**Partnership Opportunities**

August 17-23, 2026

## The Upper Peninsula State Fair Authority

**Micky Rondeau**  
Alger County

**Craig Kent**  
Baraga County

**Jerald Campbell**  
Chippewa County

**Matthew Jensen**  
Delta County, Chairman

**Ed McBroom**  
Dickinson County

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Gogebic County

**Kenneth Meshigaud**  
Hannahville Indian Community

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**Daniel Hinch**  
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**Ann Harrington**  
Schoolcraft County

**Jonathan Mead**  
Administrative Agent

**Delta County Chamber of  
Commerce**  
Management Agency

## 2025 U.P. State Fair Wraps Up Strong

The 2025 U.P. State Fair wrapped up Sunday after a week of strong attendance and enthusiastic community support. Fairgoers packed the midway, barns, and grandstand, driving record gate revenue and vendor sales. Despite bouts of rain and heat, the fair delivered memorable experiences for families and visitors of all ages, making this one of the most successful in recent history.

Overall, the estimated attendance of 100,500 rose by 0.5% over 2024 marking another year of steady growth for Michigan's only state fair. Skerbeck Entertainment Group, the fair's longtime midway partner, reported record-breaking ride revenues, reflecting the strong turnout and enthusiasm from families across the region.

Grandstand entertainment, presented by the Island Resort and Casino, once again delivered memorable performances, from The Fab Four, Diamond Rio, and the Native American Hip Hop group Snotty Nose Rez Kids to Justin Moore and Pop Evil, while UPW Uprising Wrestling brought high-energy excitement to close out the week.

Agriculture and youth remained at the heart of the fair. The livestock shows, exhibits in the Miracle of Life Pavilion, the U.P. State Fair Royal Court Crowning, and the always-popular livestock and poultry auctions showcased the dedication of young exhibitors and the strength of the region's farming traditions.

"One of the fair's biggest draws continues to be the wide range of entertainment included free with gate admission," said Vickie Micheau, executive director of the Delta County Chamber of Commerce, the managing agency for the U.P. State Fair. "Once they passed through the gates, fairgoers enjoyed nightly grandstand shows, livestock competitions, daily educational exhibits, and unique features like the Martinez Sand Sculptures workshops, the strolling piano, Arestov's Acrobatic Extravaganza, and activities in the Steam and Gas Village and DNR Pocket Park ~ all at no extra charge. This unique value makes the U.P. State Fair a standout among affordable family fun events in Michigan."

A moving highlight of the week was the presentation of the Veteran of the Year Award to Raymond E. Carlson of Negaunee, honoring the service of one of the Upper Peninsula's own. The recognition drew a standing ovation from fairgoers and underscored the fair's deep community roots and veteran appreciation. Fair officials were also honored to welcome Michigan Lt. Governor Garlin Gilchrist, who joined guests for a special luncheon during the fair.

"This year's fair was truly one for the record books," said Matt Jensen, the chair of the U.P. State Fair Authority. "Even with some challenging weather, the support from our community, sponsors, vendors, exhibitors, staff, volunteers, and fairgoers made 2025 an unforgettable success."

The fair capped off with a spectacular fireworks display, sponsored by Skerbeck Entertainment Group, on Sunday evening. Planning is already underway for the 2026 U.P. State Fair, promising another week of tradition, agriculture, and entertainment in Escanaba.

Thank you for your overwhelming support of the U.P. State Fair. Please help us keep the tradition alive in 2026 and beyond.



# ★ GRAND CHAMPION

## Presenting Sponsor: \$50,000+



- Your company name/logo on all printed advertisements, which includes posters, brochures, banners and news releases
- News release announcing sponsorship
- Mention in television commercials
- Mention in radio commercials
- Prominent signage at main entrance to the fairgrounds
- Naming rights and signage for a building, arena, specific event, or a theme day during the fair with the availability to distribute coupons or promotional material
- 8 PA announcement mentions daily
- Logo/Link on the Upper Peninsula State Fair website
- 24 Daily admission tickets
- 24 One day unlimited carnival ride armbands
- 12 Weekly passes
- 12 VIP seating for grandstand entertainment
- 10 x 10 exhibition space
- Listed in all post-fair thank you ads
- 10 Social Media Mentions/Tags

## RESERVE CHAMPION Sponsor: \$25,000



- Your company name/logo on all printed advertisements, which includes posters, brochures, banners and news releases
- News release announcing sponsorship
- Mention in television commercials
- Mention in radio commercials
- Prominent signage on the grounds during the fair
- Naming rights and signage displayed on a fairgrounds' building year round not just during fair week.
- 10 x 10 exhibition space
- 4 PA announcement mentions daily
- Logo/Link on the Upper Peninsula State Fair website
- 12 Daily admission tickets
- 12 One day unlimited carnival ride armbands
- 6 Weekly passes
- 6 VIP seating for grandstand entertainment
- Listed in all post-fair thank you ads
- 5 Social Media Mentions/Tags

## CHAMPION Sponsor: \$10,000



- Your company name/logo on all printed advertisements, which includes posters, brochures, banners and news releases
- News release announcing sponsorship
- Mention in radio commercials
- Prominent signage on the fairgrounds
- Naming rights and signage for a building, arena, specific event, or a theme day during the fair with the availability to distribute coupons or promotional material
- 4 PA announcement mentions daily
- Logo/Link on the Upper Peninsula State Fair website
- 6 Daily admission tickets
- 6 One day unlimited carnival ride armbands
- 4 Weekly passes
- 4 VIP seating for grandstand entertainment
- 10 x 10 exhibition space
- Listed in all post-fair thank you ads
- 3 Social Media Mentions/Tags





## BLUE RIBBON Sponsor: \$5,000

- Company Name/Logo printed on posters & brochures
- 2 PA announcement mentions daily
- Logo/Link on the UPSF website
- 2 Daily admission tickets
- 2 One day unlimited carnival ride armbands
- 2 Weekly passes
- 2 VIP seating for grandstand entertainment
- Listed in all post-fair thank you ads
- 1 Social Media Mention/Tag



## RED RIBBON Sponsor: \$2,500

- 2 PA announcement mentions daily
- Logo/Link on the UPSF website
- 2 Daily admission tickets
- 2 Weekly passes
- 2 VIP seating for grandstand entertainment
- Listed in all post-fair thank you ads



## WHITE RIBBON Sponsor: \$2,000

- 2 PA announcement mentions daily
- Logo/Link on the UPSF website
- 2 Daily admission tickets
- 2 Weekly passes
- Listed in all post-fair thank you ads



## YELLOW RIBBON Sponsor: \$1,500

- Name listed on sponsor signage on Fairgrounds
- 2 PA announcement mentions daily
- Logo/Link on the UPSF website
- 4 daily admission tickets
- Listed in all post-fair thank you ads




## GREEN RIBBON Sponsor: \$500

- Name listed on sponsor signage on Fairgrounds
- 2 Daily passes
- Link on the UPSF website
- Listed in all post-fair thank you ads




## FAMILY DINING TENT Sponsor: \$1,000



The U.P. State Fair offers picnic table seating under family dining tents. These spaces are the perfect place for families to come together to enjoy food from multiple vendors and a place to sit and rest away from the sun. The tents will be located on high foot traffic areas on the fairgrounds.

- Tent will be provided displaying banner provided by sponsor
- 2 Daily passes
- Link on the Upper Peninsula State Fair website
- Listed in all post-fair thank you ads
- 2 PA announcement mentions daily

## TICKET BOOTH Sponsor: In-Kind



Interested businesses will arrange to have 1-3 ticket booths and/or ticket takers staffed by 2 staff members from 9am-5pm on their selected day. (Evening hours available if preferred.) Our goal is to showcase the hardworking staff of our Upper Peninsula businesses. Please note that all sponsored staff sellers will work under the direction of our professional accountants: Anderson, Tackman & Co.

Note: The day can be split into two shifts if necessary.

- Ticket booths will display signage provided by sponsoring business
- Staff are encouraged to wear their logo apparel
- Each staff members receives a fair admission ticket for the day of sponsorship
- Link on the Upper Peninsula State Fair website
- Listed in all post-fair thank you ads



Thank you for  
helping us make the  
U.P. State Fair a  
**STAR-SPANGLED  
SPECTACULAR!**

## “Donkey-Drawn Cart Experience” Sponsor: \$4,000

*Support a charming, family-friendly transportation option that helps guests navigate the fairgrounds while adding a nostalgic fair atmosphere.*



- Prominent logo placement on both sides of the donkey-drawn cart and on rider entry steps
- Name recognition in daily PA announcements as the official Donkey Cart Ride sponsor
- Logo featured on route signage and People Mover schedule boards throughout the fairgrounds
- Inclusion in digital promotions (website, social media, and fair map)
- Two daily and two weekly admission passes for sponsor use

## “Local Sounds Stage” Sponsor: \$1,500

*Help elevate local talent by supporting a professional performance stage that showcases bands from across the Upper Peninsula.*

- Exclusive naming rights of the Local Sounds Stage
- Large banner placement onstage (provided by sponsor)
- Logo featured on the entertainment schedule (print, online, and at-gate kiosks)
- Recognition in all music-related press releases and social media announcements
- Opportunity to introduce a Local Sounds Stage band during one performance
- Four daily admission passes and reserved seating for select shows

## “Parking Lot” Sponsor: \$500

*Gain high-visibility impressions by placing your brand where guests arrive, park, and exit—one of the busiest touchpoints of the fair.*

- Sponsor-provided banner displayed at a designated parking lot entry or exit
- High-traffic visibility to thousands of daily visitors
- Logo placement on the parking map section of the fair program and website
- Recognition in daily PA announcement thanking the Parking Lot Banner Sponsors
- Two weekly admission passes for sponsor use



# Centennial Commitment Sponsor

*“Celebrating 100 Years of the U.P. State Fair”*

*In 2028, the U.P. State Fair will mark a once-in-a-century milestone. Centennial Sponsors are visionary partners who commit to supporting a series of celebratory events and enhancements leading up to and during the 100th Anniversary Fair. This three-year sponsorship ensures your organization is recognized as a cornerstone contributor to one of Michigan’s most cherished traditions.*

## \$10,000 Gold (Milestone) Level Commitment

- Recognition as an official Centennial Commitment Sponsor from 2026 through the close of the 2028 Fair
- Priority branding opportunities at all centennial-themed events, exhibits, and promotions
- Logo inclusion on all 100th Anniversary marketing materials (print, digital, merchandise, commemorative signage)
- Exclusive invitation to participate in planning sessions for key centennial celebrations
- Early selection of sponsorship opportunities for 2028 special events (parades, concerts, historical showcases, and family activities)
- Special recognition during Opening Ceremony of the 2028 Centennial Fair
- VIP experience package during the 2028 fair (passes, hospitality access, and reserved seating for featured events)
- Public acknowledgment in press releases and media coverage related to centennial activities

## \$5,000 Purple (Celebration) Level Commitment

- Recognition as an official Centennial Commitment Sponsor from 2026 through the close of the 2028 Fair
- Priority branding opportunities at all centennial-themed events, exhibits, and promotions
- Logo inclusion on all 100th Anniversary marketing materials (print, digital, merchandise, commemorative signage)
- Exclusive invitation to participate in planning sessions for key centennial celebrations
- Early selection of sponsorship opportunities for 2028 special events (parades, concerts, historical showcases, and family activities)
- Special recognition during Opening Ceremony of the 2028 Centennial Fair
- Public acknowledgment in press releases and media coverage related to centennial activities





# Thank You 2025 Sponsors!



Autism Alliance of Michigan  
Anderson, Tackman and Company  
Bahrman Trucking  
Billerud  
Bink's Coca-Cola  
Brunette and Son Construction  
City of Escanaba  
Community Foundation for Delta County  
Community Foundation of the UP  
Crawford Funeral Homes  
The Daily Press  
Delta Fence Company  
Drift Spa  
D&D Dog Dynamics  
DTE Energy  
Delta Disposal  
Eagle Radio  
Elmer's County Market  
Escanaba Motor Speedway  
Great Lakes First Federal Credit Union  
Great Lakes Timber Professionals Association  
Jilbert Dairy  
Johnson Distributing  
Linsmeier Implement  
Lume Cannabis Co. Escanaba, MI

McCoy Construction and Forestry  
MDS Community Action Agency / HRA  
Mel's Lawn & Garden  
Michigan Education Trust  
Midway Rentals  
Milk Means More  
OSF HealthCare  
Pathways Community Mental Health  
Peninsula Federal Credit Union  
Pepsi Cola of Iron Mountain  
Potlatch  
Plus Promos  
Robot Fair Play  
Pike Distributing  
South City Pub  
Sovereign Communications  
Taylor Lord & Hughes  
Texas Roadhouse  
Upper Peninsula Power Company  
U.P. State Credit Union  
UP Sustainable Forestry & Wildlife  
Visit Escanaba  
Walmart  
WLUC TV6 & FoxUP  
WDBC/WYKX

# 2026 UP State Fair

## PARTNERSHIP COMMITMENT

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

I am pleased to authorize and commit to the selected partnership level at an annual cost of \$\_\_\_\_\_ and understand specific details will be negotiated and included in a separate customized partnership agreement.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

- ☐ **Grand Champion:** \$50,000+
- ☐ **Reserve Champion:** \$25,000
- ☐ **Champion:** \$10,000
- ☐ **Blue Ribbon:** \$5,000
- ☐ **Red Ribbon:** \$2,500
- ☐ **White Ribbon:** \$2,000
- ☐ **Yellow Ribbon:** \$1,500
- ☐ **Green Ribbon:** \$500

- ☐ **Family Dining Tent:** \$1,000
- ☐ **Ticket Booth:** In-Kind
- ☐ **Donkey-Drawn-Cart:** \$4,000
- ☐ **Local Sounds Stage:** \$1,500
- ☐ **Parking Lot Sponsor:** \$500
- ☐ **Centennial Gold:** \$10,000  
(Per year for 3 Years)
- ☐ **Centennial Purple:** \$5,000  
(Per year for 3 Years)

*Your pledge by **May 15** will ensure logo placement in promotional materials.*



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[UPStateFair.org](http://UPStateFair.org)