



February
2016

Dear Members, Colleagues, & Friends,

The Michigan Festivals and Events Association invites you to participate in our **Signature Fundraiser** the **MFEA Online Auction**. Proceeds from the online auction will benefit our commitment to education through our MFEA Seminars and Annual Convention.

Donate Today! This is a great time for you to take advantage of a huge nation-wide advertising opportunity and show your support for tourism in Michigan...its special events, destinations and the many community volunteers.

The Benefits of Being a Donor - MFEA is a 501(c)3 and your donation is tax deductible.

- The Online Auction is an outstanding "viral" marketing tool and we invite you to take part in this opportunity.
- Each item you add to our catalog, we'll include **your logo, auction item photo** and a **link to your web site**.
- To promote the online auction, MFEA sends weekly targeted e-mail communications to the entire database of 22,000 committed sponsors, donors, friends and volunteers.
- The online auction will be featured in thousands of printed publications distributed throughout Michigan including the 2016 MFEA Calendar of Festivals, Fairs, Events and Main Attractions Brochure (400,000 printed), michigan.com Spring Tabloid (340,000 distributed) and MLive Media Group's tabloid (315,000 distributed).
- MFEA highlights "Featured Items" like yours in our emails, MFEA's Facebook and Twitter pages and on the MFEA's homepage www.michiganfun.com (with over 182,000 page views per month). Bidders can click directly through to the item in the catalog, where they'll see the link to your web site.

"Doors Open" April 14, 2016 at 12:01 AM EST. and close May 26, 2016 11:59 PM EST.

Visit www.michiganfun.com for a link to the bidding for good auction to review the items currently on the auction.

Please see the enclosed donation form to contribute to the online auction. Completed donation forms must be returned to the MFEA office, please see below for the contact information. For more information or if you have any questions please contact our office at 989-845-2080.

MFEA is Looking for a Variety of Items • Donate Today • Early Birds Receive More Exposure

Sports Packages • Memorabilia • Wine & Dine • Get Away Packages • Concert Tickets • Artwork • VIP Packages & More!



Sincerely,

Sue Bila

Sue Bila
President/CEO

*"Thanks to volunteers like you, worthy causes are supported,
important events take place, our communities are strengthened,
and our lives are enriched.
We thank you for caring...and doing!"*