



## Michigan State Fair, L.L.C. announces Ram Truck brand as new presenting sponsor

**August 31-September 4, Suburban Collection Showplace, Novi**

*Novi, MI:* The **Michigan State Fair, LLC**, now in its fifth year at the Suburban Collection Showplace in Novi, is proud to welcome new presenting sponsor the **Ram Truck brand**. “Our working partnership with Ram Trucks has evolved quickly over the past couple of years,” says Executive Director Steve Masters, “They have shown tremendous support and enthusiasm for the agricultural traditions of Michigan that we celebrate each year, and the **Ram Truck Test Drive Experience** has proven to be a very popular element of the event for our patrons. Ram offers great synergy for the State Fair audience, and we look forward to expanding our relationship over the next several years.” The Suburban Collection Showplace Fairgrounds are located at 46100 Grand River Ave, Novi. Current event information is available at [www.MichiganStateFairLLC.com](http://www.MichiganStateFairLLC.com)

“The Ram Truck brand is thrilled to be the new presenting sponsor of the Michigan State Fair.” Says **Jeff Hines, Director of the Great Lakes Business Center** for **FCA US**. “The fair’s tremendous dedication and support of the agriculture industry in the state of Michigan is an effort that Ram Truck certainly embraces. With that said, the fair provides a great opportunity to showcase our award-winning trucks to our customers in a very optimal setting. We look forward to a long relationship with the fair and are excited to play such an important role in its continued success.”

Fair skies and perfect weather helped boost attendance for the **2016 Michigan State Fair, L.L.C.**, which posted significant gains in attendance, with more than 151,000 guests enjoying the expansive fairgrounds at the Suburban Collection Showplace. The 35 percent overall increase in attendance was bolstered by much larger crowds each day of the five day event, as thousands of Michigan families enjoyed the larger Arnold Amusements Midway, now the largest carnival midway offered in Metro Detroit over the Labor Day holiday, along with the **Ram Truck Test Drive Experience, Equine Pavilion**, and other experiences, all spread across the acreage adjacent to the Suburban Collection Showplace. Inside the show hall, livestock, home arts and agriculture exhibit participation also expanded during the 2016 Michigan State Fair.

“Following the Fair in 2016, the Michigan State Fair, L.L.C. returned more than \$550,000 in contributions to a wide spectrum of community organizations, up from about \$400,000 in 2015,” says **Blair Bowman, Owner of the Suburban Collection Showplace and Michigan State Fair, LLC**, “We are deeply grateful for the enormous groundswell of community support and enthusiasm we are enjoying for the State Fair, it fills us with great optimism for the long term future of the State Fair as a private entity.

We are delighted to welcome new presenting partner Ram, as the State Fair continues to provide financial support and foster the work of non-profit organizations across the Metro Detroit area.”

As a privately owned business entity, The Michigan State Fair, L.L.C., has experienced a very strong growth trajectory over the past five years, with the great support and investment of former title sponsor **Fifth Third Bank**, along with multiple other founding partners, including **Kroger of Michigan**, the **Detroit Shriners**, **ITC Holdings**, **C.F. Burger Creamery** and **Guernsey Farms Dairy Leisure Works Hot Tubs and Swim Spas, St. John. Providence.**

Former State Fair title sponsor Fifth Third Bank is reallocating Michigan resources to help support their other efforts in the community. “It has been a tremendous honor and privilege for all of us at Fifth Third Bank to help nurture the re-establishment of this grand Michigan tradition and annual celebration of the state’s booming Agriculture Industry,” says **Jack Riley, Senior V.P. of Marketing for Fifth Third Bank**, “The remarkable growth of the Fair, year over year, has proven beyond any doubt that this private business entity model is sustainable for the future.”

### **The History and Evolution of the Michigan State Fair and the Michigan State Fair, a Private Entity, LLC**

The original Michigan State Fair, which debuted in Detroit in 1849, was one of the first statewide fair events to take place in the United States. It moved permanently to its home at the Michigan State Fairgrounds on Woodward Avenue in 1905 and was staged there until 2009, when it was discontinued by a resolution of the state government, due to ongoing budget issues. The Michigan State Fair, LLC is now produced by a private entity, and presented by Ram Trucks, an FCA US brand. The 2017 Michigan State Fair has a deep commitment to the ongoing development and support of agriculture, small business and family entertainment, while preserving the legacy and beloved traditions of the original State Fair. For more information on the Michigan State Fair, please visit

[www.MichiganStateFairLLC.com](http://www.MichiganStateFairLLC.com)

**About the Ram Truck Test Drive Experience:** Participants in the Ram Off-road Experience are given rides with a trained performance driver, in either a Ram 1500, 2500 or 3500, through an obstacle course that demonstrates the truck’s capabilities including: 30 degree wedge to demonstrate traction, rocks and logs to demonstrate articulation and stability, bumps to demonstrate suspension and a Ram Mountain to demonstrate the ground clearance, approach and departure angles.

There is no additional fee for fair attendees to participate in the experience. Participants receive a Ram baseball hat upon completion of the ride.

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**For additional information, interviews, or hi-res images, please contact Nancy Schoenheide Phares  
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