

Be a Franklin County Agricultural Fair Sponsor!

September 18-21, 2019

The fun, open atmosphere of a community-driven agricultural fair offers businesses like yours a chance to creatively market and promote your products and/or services, engage consumers, generate leads, make sales and build a positive community image throughout Franklin County and the region. Our Ribbon Sponsorship Program offers many ways to support the fair while promoting your business/organization. Contributions are tax deductible for businesses and individuals!



Reach diverse audiences and gain unparalleled exposure.

Blue Ribbon/Presenting – \$5,000+

- Logo on all event printed materials
- Mention on broadcast advertisements
- Prominent logo, business name, telephone #, and link on website sponsor page
- Logo on fairgrounds map and website map page
- Prominent logo placement on fair sponsorship banner
- Sponsorship acknowledgement throughout the 4-day event
- VIP Admission & Ride Wristbands (8)
- VIP parking passes (6)
- Sponsor admission passes (6)
- Participation in competition judging
- First choice product display space

Red Ribbon/Solo Attraction – \$2,500+

- Mention on broadcast advertisements
- Prominent logo at sponsored solo attraction location
- Logo, business name, telephone #, and link on website sponsor page
- Logo on fairgrounds map and website map page
- Logo placement on fair sponsorship banner
- Logo on printed promotional materials
- VIP Admission & Ride Wristbands (6)
- VIP parking passes (4)
- Sponsor admission passes (4)
- Product display space

Yellow Ribbon/Shared Attraction – \$1,000+

- Logo on shared attraction signage
- Logo, business name, and link on website sponsor page
- Logo placement on fair sponsorship banner
- Logo on printed promotional material
- VIP Admission & Ride Wristbands (4)
- Sponsor admission passes (4)
- Product display space

White Ribbon/Supporter – \$500+

- Business name and link on website sponsor page
- Business name on fair sponsorship banner
- Business name on printed promotional material
- Sponsor admission passes (3)

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Franklin County Office of Economic Development – Tourism

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2019 Franklin County Agricultural Fair Attraction Sponsorship

At the 2019 Franklin County Agricultural Fair we are offering your business the unique opportunity to directly sponsor an attraction. Through sponsoring an attraction you will receive the following items in addition to the items associated with your ribbon (level above).

- Signage noting the attraction is sponsored by your business at the attraction
- Special recognition during any live shows from the presenter/band
- Marketing via social media outlets upon the shows being announced and marketed to the general public
- Marketing on the website and online fair schedule promoting your sponsorship of the attraction
- The availability to have display space by the attraction to pass out information or promotional items

The attractions we are looking for direct sponsorship for are listed below.

- The Great Lakes Timber Show
- The Mobile Dairy Classroom
- The Cowboy Circus with Danny Grant
- The Barnyard Revue & Pig Racing
- Little Critter's Petting Zoo
- Competitive Exhibits
- 2-3 Live Band Performances (Bands will be made available soon based on contracts)
- Brinkley Midway (Only available at the **BLUE RIBBON** sponsorship level)

To have sole sponsorship of an attraction, you must be a **RED RIBBON** Sponsor. This will provide you with being the **ONLY** sponsor for your chosen attraction, meaning more marketing and notice for your business!

If you are interested in sponsoring an attraction at the **YELLOW RIBBON** level, other **YELLOW RIBBON** Sponsors will be able to share sponsorship of the chosen attraction.



Franklin County Agricultural Fair Sponsorship Agreement

THIS SPONSORSHIP AGREEMENT is made and entered into this _____ day of _____, 2019,
by and between FRANKLIN COUNTY AGRICULTURAL FAIR and
_____. It identifies sponsorship level
and terms for the 2019 Franklin County Agricultural Fair.

Sponsorship Level: _____ Cost: \$ _____

Requested Attraction to Sponsor: _____

TERMS:

Sponsorship agreements due no later than June 15, 2019. An invoice will be provided upon request. Upon receiving payment, agreed marketing at sponsorship level will commence. Any provided passes and materials from the Franklin County Agricultural Fair will be mailed to the sponsor per the contact information listed below by August 15, 2019.

SPONSOR CONTACT INFORMATION:

Sponsor Name: _____

Name of Representative: _____ Email: _____

Mailing Address for Sponsor: _____

Tel: _____ Website URL: _____

Social Media username(s) _____

Signature of Sponsor Representative: _____

Signature of Fair Representative: _____

NOTES: