

## Be a Franklin County Agricultural Fair Sponsor!

September 17-18, 2021

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, recruit employees, 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 and link on website sponsor page
- Logo on fairgrounds map and website fair map
- Prominent logo placement on fair sponsorship banner
- Sponsorship acknowledgement throughout the 2-day event
- Free Admission & Ride Wristbands (8)
- VIP parking passes (6)
- First choice product display space

### Red Ribbon/Solo Entertainment – \$2,500+

- Mention on broadcast advertisements
- Prominent logo at sponsored solo entertainment location
- Logo and link on website sponsor page
- Logo on fairgrounds map and website fair map
- Logo placement on fair sponsorship banner
- Free Admission & Ride Wristbands (6)
- VIP parking passes (4)
- Product display space

### Yellow Ribbon/Shared Entertainment – \$1,000+

- Logo on shared entertainment signage
- Logo and link on website sponsor page
- Logo placement on fair sponsorship banner
- Logo on printed promotional material
- Free Admission & Ride Wristbands (4)
- VIP parking passes (2)
- Product display space

### White Ribbon – \$500+

- Logo and link on website sponsor page
- Business name on fair sponsorship banner
- Business name on printed promotional material
- Free Admission & Ride Wristbands (2)

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Franklin County Office of Economic Development – Tourism

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## Franklin County Agricultural Fair Sponsorship Agreement

THIS SPONSORSHIP AGREEMENT is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2021,  
by and between FRANKLIN COUNTY AGRICULTURAL FAIR and  
\_\_\_\_\_. It identifies sponsorship level  
and terms for the 2021 Franklin County Agricultural Fair.

Sponsorship Level: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

### TERMS:

Sponsorship agreements due no later than July 23, 2021. 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 27, 2021.

### SPONSOR CONTACT INFORMATION:

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

Name of Representative: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address for Sponsor: \_\_\_\_\_

Tel: \_\_\_\_\_ Website URL: \_\_\_\_\_

Social Media page name(s) \_\_\_\_\_

Signature of Sponsor Representative: \_\_\_\_\_

Signature of Fair Representative: \_\_\_\_\_

### NOTES: