

160 Cheers for 160 Years



Presented by:



Thank you for your interest in the 2015 Wayne County Fair. The soul of the Fair is family and we have created an event that is exciting, educational and entertaining for all ages.

We pride ourselves on where we live and the community we support. Given this, our goal this year is to increase the number of local partners working with the Wayne County Fair. Please note, we can customize any sponsorship package to meet your needs.



As of 1/8/2015

## Wayne County Fair Staff Uniform Sponsorship

(Limited to 1) - \$2,500

- ID/Logo will appear on the back of staff uniforms for permanent and temporary staffing (minimum of 200 shirts distributed and worn the week of the fair)
- ID/Logo included on the fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see).
- Golf Cart Promotional Signage for the entire week
- Listing your Business in the Fair Guide Thank You Ad (*42,000 + circulations*)

### Hospitality Benefits:

*Week Long Passes for Sponsor Staff*

*VIP Dinner Tickets*

*Exhibitor ID's*

## Green Ribbon Sponsorship

\$500 - (Unlimited)

- Permanent Signs are available in the Grandstand Area & The Horse Racing Track (lukeabon signs provided by sponsor working with the fair to get printed). These signs will remain on display for a full year during ALL events held on the Wayne County Fairgrounds
- ID/Logo included on the Fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad (*42,000 circulation*)

### Hospitality Benefits:

*Daily passes for Sponsor Staff*

*Exhibitor ID's*

## Entertainment Alley & Beer Garden Sponsorship

(Limited 1) - \$750

- ID/Logo Banner to be displayed in the arch of the Entertainment Alley & Beer Garden Walkway (banners provided by sponsor)
- ID/Logo included on the Fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad (*42,000 + circulations*)

### Hospitality Benefits:

*Daily Passes for Sponsor Staff*

*Exhibitor ID's*

## Show Sponsorship

\$100 - \$499

- Sponsoring shows like the: Open or 4-H Animal Show, Back Porch Band, Queen & Courts Youth Events, Celebrity Goat Milking, Veggie Race and so many more....
- ID/Logo included on the fair website
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad (*42,000 + circulations*)

### Hospitality Benefits:

*Daily Fair Passes for Sponsor Staff*

## Friend of the Fair Sponsorship

\$25 - \$99

- Any Business or Community Friend of the Fair that would like to Donate Goods, Services or Monies
- ID/Logo included on the Fair website
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad (*42,000 + circulations*)

## Grand Champion Sponsorship Package *(Limited to 2) - \$5,001 - \$10,000*

**Top Billing as “Wayne County Fair presented by *YOUR BUSINESS NAME*”  
on all collateral materials, in all print, digital and broadcast media applicable or  
Sponsors The Demolition Derby & The Figure 8 Races or**

- ◇ Promotional Space inside or out for the full duration of the Fair (10 by 10 space)
- ◇ Placement of up to 4 ID/Logo Banners throughout the Fairgrounds (banners provided by sponsor)
- ◇ Full Page black and white sponsorship page in the Official Fair Schedule of Events (Messenger Post Media Insert)
- ◇ ID/Logo Banner to be Displayed at the Entrance of the Grandstands (banners provided by sponsor)
  - ◇ ID/Logo included on the fair website, your logo will be hot-linked
  - ◇ ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
  - ◇ ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
  - ◇ Opportunity to do Sponsor give-a-ways at your corporate booth or the Fair entry gates
    - ◇ Social Media and Facebook Posts each day of the sponsorship
- ◇ Listing on the “Sponsor Wall of Fame” (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see)
  - ◇ Public Announcements daily with provided statement about business
    - ◇ Large Golf Cart Promotional Signage for the entire week
  - ◇ Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

### ***Hospitality Benefits:***

*Week Long Passes for Sponsor Staff*

*VIP Dinner Tickets*

*Grandstand Passes*

*Carnival Wristbands/ Tickets (We will be the liaison with Carnival Promotors to provide to you)*

*Exhibitor ID's*

## Blue Ribbon Sponsorship Package

*(Limited to 2) - \$3,001 - \$5,000*

### ***Specialty Performance or Show (Example: Wood Carver, Pig Races etc.)***

- Promotional Space inside or out for the full duration of the Fair (10 by 10 space)
- Placement of up to 4 ID/Logo Banners throughout the fairgrounds (banners provided by sponsor)
- ID/Logo Banner to be Displayed at the Entrance of the Grandstands (banners provided by sponsor)
- ID/Logo on the Fair website, your logo will be hot-linked.
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Opportunity to do Sponsor give-a-ways at the corporate booth or the Fair entry gates on each day of the Demolition Derby or Figure 8 Races
- Social Media and Facebook Posts each day of the Fair
- Listing on the “Sponsor Wall of Fame” (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see).
- Public Announcements daily with provided statement about business
- Large Golf Cart Promotional Signage for the entire week
- Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

### ***Hospitality Benefits:***

*Week Long Passes for Sponsor Staff*

*VIP Dinner Tickets*

*Grandstand Passes*

*Exhibitor ID's*

## Red Ribbon Sponsorship Package

*(Limited to 4) - \$1,000 - \$3,000*

### ***Pie Contest or Live Entertainment Sponsor***

- ID/Logo Banner to be Displayed at the Front (by the flagpole) of Floral Hall from the date of the event throughout the remainder of the Fair (banners provided by sponsor)
- ID/Logo included on the Fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the “Sponsor Wall of Fame” (9ft. high by 12ft. wide sign prominently displayed for 20,000 fairgoers to see)
- Large Golf Cart Promotional Signage for the entire week
- Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

### ***Hospitality Benefits:***

*Week Long Passes for Sponsor Staff*

*VIP Dinner Tickets*

*Exhibitor ID's*