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2024

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# SPONSORSHIP AND ADVERTISEMENT

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Where Everyone Is Welcome





As a potential partner, the Lake County Agricultural Society would like to invite you to join the family of advertising partners at the Lake County Fair!



## About us:

The Lake County Agricultural Society is a non-profit organization that strives to keep agriculture alive by promoting the Lake County Fair. The fair has a proud heritage, established in 1852, it boasts a reputation of being one of the largest county fairs in the nation. We strive to bring the urban and rural communities together for education and entertainment in a wholesome environment that promotes traditional family values.

Youth from surrounding communities are featured in open and 4-H events, livestock shows, motorsports events, family crafts, agricultural and commercial exhibits, and an outstanding carnival. All of these events join to make this a highly successful event with repeated attendance. People travel every year from other towns, cities, and states! This is an incredible opportunity to reach people from so many different walks of life.

The Lake County Fair is 10 days and runs from August 2 – 11, 2024.

## Why?

A partnership with the Lake County Fair is an excellent value for your marketing dollar. You will receive visibility at one of the largest summer events in the state as well as having a positive association with a wholesome event that honors family values. We have formulated many levels of partnerships from which to choose. Partnership money provides the fairgoer with additional free entertainment and special features that we would not otherwise be able to attain such as the Livestock Nursery, Show Me Swine Racers, Show Me Petting Zoo and Heritage Stage Performers, just to name a few.

\*\* The Lake County Agricultural Society, Inc. is a non-profit organization, but is not a 501(c)(3) charitable organization pursuant to Internal Revenue Service code and regulation, nor has it ever been. Therefore, any assistance you provide is not deductible as a charitable contribution for federal income tax purposes.

contact: [publicity@lake-county-fair.com](mailto:publicity@lake-county-fair.com)

# Our Sponsorship Options

To guarantee you get the most for your money, we offer 9 different sponsorship deals you can decide from! We can also discuss and customize to meet your needs! Here's a list of our deals with prices! (Details for each are on the following pages in the order they're listed.)

**Day Sponsor**

**\$5,000**

**Special Features Sponsor**

**The Main Picnic Area Sponsor**

**Heritage Stage Sponsor**

**Livestock Nursery Sponsor**

**\$1,500**

**Information Booth Sponsor**

**\$1,200**

**Digital Daily Schedule Advertising**

**\$200 - \$650**

**Pole Banner Sponsor**

**\$350 yearly, \$750 for 5 years**

**Website Advertising**

**\$100 yearly**

**\$5,000**



## Day Sponsor



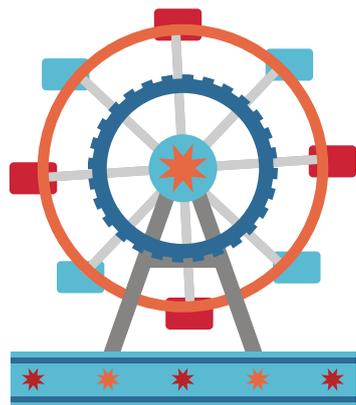
- Your name as a sponsor for one full day at the fair (day to be mutually decided on depending on availability).
- Fair Booth for the day for sponsor's personnel to distribute promotional materials with approval from the fair board. Mutually agreed upon inside or outside booth space depending on what is available for the day.
- Option to give something away at our grandstand show that evening to ticket holders.
- Signage provided by sponsor can be placed at pay gates (4) not to exceed 10 feet in length. Sponsor is responsible for hanging and removing signage on the sponsored day by midnight.
- Signage recognizing your company's name and/or logo will be displayed at 5 major locations on the fairgrounds throughout the 10-day run of the fair provided by the fair.
- Your logo/website link on our website on the Home Page and on the daily schedule (our website receives over 88,000 unique visitors with over 2 million hits annually).
- Advertised on our Lamar outdoor advertising campaign
- Personal link on our QR code that will be used by everyone that attends the fair
- Names of sponsor will be announced throughout YOUR day on our public address system.
- Sponsor receives 50 single-day admission passes

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**\$1,500**



## Special Features Sponsor



Examples include: Show Me Swine Racers, Show Me Safari Petting Zoo, The Livestock Birthing Center & Nursery, Circle City Sidewalk Stompers Clown Band, etc.

**\*\*\*Multiple Sponsorships Available for each & Other new events may be added to this. \*\*\***

- Your 2' H x 4'W (approximate) banner/sign, to be proudly displayed at that location. (location area constraints for banner/sign)
- At each show, the announcer will broadcast to the spectators your script (motto, saying, short verse) with your company name.
- Personal link on our QR code that will be used by everyone that attends the fair
- Your company name displayed on our Major Sponsor banner located 5 high traffic areas on the fairgrounds.
- Your logo and link added to our links page on our website: [lake-county-fair.com](http://lake-county-fair.com).
- Sponsor receives 10 Single Admission gate passes.

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**\$1,500**



## **The Main Picnic Area Sponsor**



A shaded area with multiple picnic tables that our fairgoers can enjoy their meals at. Located just west of the “arena roadway” concession booths. This is the largest of the eating areas and is favored by thousands of fairgoers daily, because of the shade.

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- **Two of your banners/signs, proudly displayed at both sides of the picnic area. (approximately 2'H x 4'L)**
  - **Your company name displayed on our Major Sponsor banner located at 5 high traffic areas on the fairgrounds.**
  - **Your logo and link added to our links page on our website: [lake-county-fair.com](http://lake-county-fair.com).**
  - **Sponsor Receives 25 Single Admission gate passes.**

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**\$1,500**



## **Heritage Stage Sponsor**

Set at the south end of Heritage Hall, a small stage with benches sets the area for daily 6pm (except the last day of the Fair) “heritage” entertainment.

Bluegrass, old time jug, dulcimers, barbershop and accordion music has all been heard in the past with everyone stomping their feet – Good Ole’ Americana Music! Sing along—or just enjoy the music of our past....and it’s all free!

- A banner you provide (2’H x 4’L) will be proudly displayed on stage at this location.
- Your company name announced multiple times, as sponsor, on the daily announcements made over the loud speakers system throughout the fairgrounds.
- Personal link on our QR code that will be used by everyone that attends the fair
- Your company name displayed on our Major Sponsors page in our Fair
- Your company name displayed on our Major Sponsor banner located at 5 high traffic areas on the fairgrounds.
- Your logo and link added to our links page on our website: [lake-county-fair.com](http://lake-county-fair.com).
- Sponsor receives 10 Single Admission gate passes.

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**\$1,500**



## **Livestock Nursery Sponsor**

The Birthing Center is in the Dairy Barn, just north of the arena on the fairgrounds where the barns are located! See live births from Monday August 5 - Saturday, August 10. We announce over the loud speakers when the mother is in labor!



- A banner you provide (2'H x 4'L) will be proudly displayed on stage at this location.
- Your company name announced multiple times, as sponsor, on the daily announcements made over the loud speakers system throughout the fairgrounds.
- Personal link on our QR code that will be used by everyone that attends the fair
- Your company name displayed on our Major Sponsors page in our Fair
- Your company name displayed on our Major Sponsor banner located at 5 high traffic areas on the fairgrounds.
- Your logo and link added to our links page on our website: [lake-county-fair.com](http://lake-county-fair.com).
- Sponsor receives 10 Single Admission gate passes.

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**\$1,200**



## Information Booth Sponsor

An actual gazebo, which is manned daily from 12noon to 10 pm by the Blue Ribbon Realty, LLC giving out information and directions, as well as handing out our fair program. It is located “at the crossroads” between the horse arena/barns and independent food concessions area and the main Midway entrance.



- **2 signs (4’w x 2’h) mounted on the top of the gazebo – clearly visible from all directions and above our fairgoers for all to see.**
- **Your company name displayed on our Information page in our Fair**
- **Personal link on our QR code that will be used by everyone that attends the fair**
- **Your logo and link added to our links page on our website:  
lake-county-fair.com.**
- **Sponsor Receives 10 Single Admission gate passes.**

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**\$200-  
\$650**



## **Digital Daily Schedule Advertising**

### **What is it?**

Fair attendees receive a brochure that has a QR code on it. Scanning this QR code takes them to the fair schedule on our website where your ad will be visible to everyone. Everyone who had previously received a program will now be receiving our new brochures!

We provide advertising opportunities for businesses with this fair schedule, which is a great way to promote your business and show your support of the Fair, so our fairgoers will support your business! These are available to all fairgoers that receive a brochure and anyone that looks at our schedule online!

### **Pricing:**

**1/4 Page: \$200.00**

**1/3 Page: \$250.00**

**1/2 Page: \$375.00**

**Full Page: \$650.00**

contact: [publicity@lake-county-fair.com](mailto:publicity@lake-county-fair.com)

**\$350**

**or**

**\$750**



## **Pole Banner Sponsor**

### **What is it?**

The Pole Banner program began at our 150th Lake County Fair Celebration in 2002. It was so popular that we have continued it. These banners hang on a bracket attached to one of the poles on the fairgrounds for the entire 10-day Fair, plus preview night.

The banners are six-foot white vinyl with the Fair logo on, and an approximately area of 2' x 2' for your use. Your business or family name or logo may be added to that area in any color. We print your banner. Image looking down a fairgrounds roadway and seeing your banner mounted high enough for everyone else to see!

### **Pricing:**

**5 consecutive years: \$750.00**

**\*Over 50 days of advertising exposure\***

**1 year: \$350.00**

**\*11 days of advertising exposure\***

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**\$100**



## **Website Advertising Sponsor**

**In 2021 we had over 90,000 unique visitors to our website, resulting in over 12 million hits. Every year these numbers increase as we employ a myriad of social networking and print devices to drive people to our website.**

**Your business will be seen by thousands of potential customers who log on to get information about the Fair, plan their visit to the Fair or simply visit different websites. Your logo with link is at the bottom of our main page AND, will be on our home page for the full year! By having your company represented on our website, you are also showing your community support, which is also greatly appreciated by our website visitors and fairgoers.**

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# Custom Package

We want to work with you! Do you have a specific event you have in mind? A different dollar amount? Let's talk about a customized sponsorship for your needs!

Contact:



[publicity@lake-county-fair.com](mailto:publicity@lake-county-fair.com)  
or 219-248-5491 ☎

We look forward to working with you!

