



Hillsborough County Fairgrounds

2024 SPONSORSHIP OPPORTUNITIES



Mission Statement

- The mission of the Greater Hillsborough County Fair is to hold an annual County Fair that serves as a venue for events, experiences, entertainment and education for families and children of all ages.
- The Greater Hillsborough County Fair Board of Directors, management, staff, and volunteers strive to meet and reflect the needs and interests of citizens of our community. Based on the agricultural history, changes and growth of the community, new ideas and interests of fairgoers, the County Fair provides an ever-changing and growing range of exhibits and competitions, displays and a variety of entertainment shows and acts in a safe and fun fair environment.



Our Philosophy

- The philosophy of the Hillsborough County Fair is to provide a positive entertainment experience. We focus on agriculture, education, STEAM programs, and a variety of other competitive events that can be enjoyed not only by young members of the community, but by all members of the family. We are open to new ideas and opportunities that can continue to grow the different aspects and programs of the Fair.
- Additionally, we strive to provide a safe and fun experience through the carnival, thrill shows, and special events. All volunteers, staff, and fair members work together to make the Hillsborough County Fair an event that the community looks forward to returning to on an annual basis.

Our Audience



- 2024 Annual County Fair
 - 12 day fair that highlights youth exhibits, education and our community
 - Audience projected for 2024 Fair is 30,000 people
- 2024 Tampa Bay's Festival of Lights & Santa Village
 - Holiday light show spectacular that includes a drive-thru light show experience, walk around in Santa's Village and self-guided walk-thru light experience
 - Audience projected is 175,000 people
- 2024 Additional Events held at our venue include
 - Back to School Bash in partnership with the Hillsborough County School System
 - Back Porch Jam and KCBS BBQ Contest
 - Catch the Spirit & Celebrate America 4th of July
 - Tampa Bay Rodeo & Family Festival
 - Tampa Bay's Bull Bash & Country Music
 - Brandon Rotary Wild Game Dinner



Sponsorships at the FAIR



- Corporate sponsorship benefits include a unique and affordable marketing tool to reach visitors, residents and employees within the Tampa Bay Area throughout the year. Your support of this community facility and event will not only gain critical access to the highly profitable market but also allow for an engaging event for your customers, employees and community at large.

- **Why Support *the Hillsborough County Fair*?**
 - Unique opportunity to connect directly with both local and seasonal visitors.
 - Local and national coverage through print, online, TV and radio media advertising and promotions.
 - Target a diverse audience of more than 250,000 annually.
 - Extended branding opportunity that also supports non-profit and community initiatives.
 - Affordable method for sharing message of good will, enhancing consumer confidence in brand and products.
- **What will *the Hillsborough County Fair* do for the community?**
 - Catalyze community involvement: A cohesive, planned display of events offers businesses and residents the opportunity to participate in community events, taking full advantage of shared business.
- **Hillsborough County Fairgrounds located at:**

215 Sydney Washer Road

Dover, FL 33527

Sponsorship Opportunities

- Annual Naming Rights of Buildings and Facilities
- 2024 Annual Fair
 - Presenting Sponsors
 - Youth Livestock Shows
 - Agricultural Education Area
 - Entertainment Acts
 - Arena Events
 - Exhibits





Building Naming Rights

- 20,000 Square Foot Exhibition Building –Annual \$15,000
- Newly Constructed Livestock Facility –Annual \$15,000
- Hometown Hillsborough Packing House – Annual \$1500
- Hometown Hillsborough Area – Annual \$2500
- 5,000 Square Foot Entertainment Pavilion –Annual \$10,000
(Home to Santa’s Village)
- Arena/Grandstands –Fair Only \$5000/ Annual \$10000
- Livestock Arena – Fair Only \$2500

2024 Hillsborough County Fair – PRESENTING SPONSOR

- **Presenting Sponsor of the 12-day Annual County Fair: \$25,000**
 - 1 large deluxe custom signage at entrance of Hillsborough County Fairgrounds for placement at the 2024 Hillsborough County Fair 30 days prior to the event and the duration of the event
 - Logo placement on all promotional materials inclusive of media, online and print.
 - Exclusive naming rights within all media coverage.
 - Product placement and sponsorship recognition at all promotional events.
 - 100 complimentary VIP passes - Inclusive of event admission and arena events

Youth Livestock Shows

- Opportunities include:
 - Presenting Sponsor of the 2024 Hillsborough County Fair Youth Livestock Program \$10000
 - Presenting Sponsor for individual species shows at the 2024 Hillsborough County Fair \$2500 per specie (steer, swine, market lamb, market turkey, market goat, beef, dairy, sheep, goat, rabbit and poultry)
 - Grand Champion and Customizable Levels for Each Show \$1500-\$100
 - Livestock Exhibitor Armband and Parking Pass \$1400
 - Youth Livestock Banquet Sponsor \$3500



Agricultural Education Area @ the 2024 Hillsborough County Fair

- Presenting sponsor for the agricultural education area at the 2024 Hillsborough County Fair
 - Interactive animal exhibits, educational signage, demonstrations
 - Presenting area sponsor \$2500



Arena Events

- Presenting Sponsor for the Special Arena Events during the 2024 Hillsborough County Fair
- 3 nights of Rodeo - \$5000 for sponsorship
- 2 nights of Truck and Tractor Pull - \$5000 for 2 night sponsorship
- 1 afternoon of Demolition Derby - \$2500
- 1 afternoon of Midget Warrior Wrestling - \$2500





Entertainment Acts

- Presenting Sponsor for the Entertainment Acts during the 2024 Hillsborough County Fair
 - Educational Firefighter Show \$5000 for entire fair
 - Paul Bunyan Lumberjack Show \$5000 for entire Fair
 - Circus Performance \$5000 for entire fair
 - Animal Encounter \$5000 for entire fair
 - Cowboy Camp in historical Hometown Hillsborough \$2500 for entire fair
 - Playing with Giants Interactive Kids Exhibit \$5000 for entire fair
 - Farmer Sydney (Fair Mascot) \$2500 for entire fair (includes Farmer Sydney's Corner in the Family Exhibition Area)

Back Porch Jam



The annual Back Porch Jam will be held March 21 & 22, 2025. Come join us at the Hillsborough County Fairgrounds as we present a Jam full of BBQ, Beer and Bands! We will be accepting food and craft vendors and will be offering a KC BBQ Society Master Series Competition.

Anticipated Attendance: 10,000 people for the 2-day event

Sponsorship Opportunities include:

Presenting Sponsor: \$5000

KCBS Sponsor for BBQ Competition \$4000

"Sizzling" Level Sponsor \$2000

"On-Fire" Level Sponsor \$1000

Friend of the Fair Sponsor \$500



Catch the Spirit & Celebrate America 4th of July Festival



- Our first ever 4th of July Festival will take place July 4, 2024 after the conclusion of the Brandon 4th of July Parade. The festival will run from 1-9 PM and host family and community events including live entertainment, watermelon eating contest, kid zone area, food & craft vendors, youth contests and pageant, pet parade and will conclude at 9 PM with a patriotic drone show provided by Sky Elements Productions!
- Anticipated attendance for our 1st year is 5,000.
- Sponsorship Opportunities include:
 - Presenting Sponsor: \$4000
 - Drone Show Sponsor \$4000
 - "Red, White and Blue" Level Sponsor \$2000
 - "Stars and Stripes" Level Sponsor \$1000
 - Friend of the Fair Sponsor \$500

Back to School Bash

The second annual Back to School Bash will be held Saturday, August 3 from Noon – 5 pm. The event is in partnership with the Hillsborough County Public School System. The event offers resources for the community and students returning to school. In 2023, we had over 2500 people attend the event and we delivered over \$2500 in school supplies to 6 surrounding elementary schools in need. These schools were: JS Robinson, Wilson Elementary, Bryan Elementary, Burney Simmons, Limona Elementary and Springhead.

Sponsorship Opportunities include:

Presenting Sponsor: \$2000

School Supply Drive Sponsor \$1000

Friend of the Fair Sponsor \$500



THANK
YOU FOR
YOUR
TIME

FOR MORE INFORMATION ABOUT
SPONSORSHIP OPPORTUNITIES

CONTACT:

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