

2024

CANFIELD FAIR SPONSORSHIPS



THE 178TH CANFIELD FAIR

www.canfieldfair.com

330.333.4118

marketing@canfieldfair.com

CANFIELD FAIR

BY THE NUMBERS

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2023 Attendance:
275,080

Past Attendance:

2022	245,140
2021	285,186
2019	304,472



LARGEST COUNTY FAIR IN OHIO!

Reasons to use the Canfield Fair as a marketing tool...

EXPOSURE

CULTURAL RELEVANCE

TRADITION



SOCIAL MEDIA

 **63,000+ Facebook Followers**
Average Fair Week Reach: 305,086

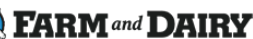
 **7,100+ Instagram Followers**
Average Fair Week Reach: 13,388

 **5,500+ TikTok Followers**
Total Number of Views: 667,600

 **30,000+ Total Views**

 **12,000+ App Users**

MEDIA PARTNERS



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PRESENTING SPONSOR

\$50,000

ASSETS INCLUDE

Mentions in all Placed Media TV/Radio/Print/Outdoor/Internet, Rooster Report Mentions, Social Media Posts, Full Page Program Ad, Tent on the Fairground Concourse, Involvement in Fair Week Activities and On-Ground Activations, 12 Month Webslider Ad, Name Mentions Whenever Fair is Referenced.

365

exposure



GATE SPONSOR

\$25,000

ASSETS INCLUDE

Year-round exposure to over 500,000 people with your logo/signage posted at 3 of the most popular walk-in and parking gates on the Fairgrounds (Gate 5, Gate F, Gate G). Signage will be displayed June 2024-May 2025.

365

exposure



YOUTH DAY SPONSOR

\$20,000

ASSETS INCLUDE

Tent on the Fairground Concourse, Mentions in all Placed Media TV/Radio/Print/Outdoor/Internet, Rooster Report Mentions, Social Media Posts, Full Page Program Ad.

365

exposure



SENIOR DAY SPONSOR

\$20,000

ASSETS INCLUDE

Tent on the Fairground Concourse, Mentions in all Placed Media TV/Radio/Print/Outdoor/Internet, Rooster Report Mentions, Social Media Posts, Full Page Program Ad.

365

exposure



HAND WASHING AND SANITATION STATIONS

\$15,000

ASSETS INCLUDE

Logo Placement on All 4 Sides of 1 Self Contained Hand Washing Station and 15 Hand Sanitizer Poles Strategically Placed Throughout the Fairgrounds. Multiple units available.

365

exposure

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BEST SEATS IN THE HOUSE SPONSOR

\$10,000

ASSETS INCLUDE

Ability to furnish premium seating for all 4 Grandstand Events (Friday-Monday). Refreshments provided by Canfield Fair. Tickets provided for up to 8 people per event. Mentions on Social Media to promote ticket raffle.

365

exposure



PEOPLE MOVERS

\$8,500

ASSETS INCLUDE

Logo Placement on Trailer and at Pickup Stops.



OLD MACDONALD'S BARN

\$8,500

ASSETS INCLUDE

Logo on signage for Old MacDonald's Barn, 1/2 Page Ad in printed program, Ad on Canfield Fair App, Rooster Report mentions, Social Media mentions, table display near entrance in barn.

365

exposure



PARKING SPONSOR

\$7,500

ASSETS INCLUDE

Logo placement on Signs and Banners in the Parking Lots, Logo Placement on Parking Attendants Vests.



TRUCK & TRACTOR PULL SPONSOR

\$6,250

ASSETS INCLUDE

Name Printed on Tickets, Banners at the Event, Social Media Posts, 10 Mentions during event on PA, Logo on 8'x16' Digital Screenboard.

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DEMOLITION DERBY SPONSOR

\$6,250

ASSETS INCLUDE

Name Printed on Tickets, Banners at the Event, Social Media Posts, 10 Mentions During the Event on PA. Includes logo placement on Dash Cam Video used in post-event promotion.



PUBLIC ART SPONSOR

\$5,000

ASSETS INCLUDE

Logo on Each of the Mural (Photo-Op) Walls and Social Media Mentions.



ROOSTER VISIT SPONSOR

\$5,000

ASSETS INCLUDE

Sponsor logo on signage and name mentions whenever Rooster visits are promoted. Ability to set up tables at the visits.



SOCIAL MEDIA SPONSOR

\$5,000

ASSETS INCLUDE

Mentions in the daily Recap Videos each day of the Fair and sponsorship of the Fair Photo of the Day. Historical reach is about 3,000 views per day on Instagram and about 7,500 views per day on TikTok.



GRANDSTAND BANNER

\$4,000-\$6,000

ASSETS INCLUDE

May 2024-April 2025 signage on Grandstand. Visible to over 500,000 people annually.



exposure

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ROOSTER REPORT

\$3,000

ASSETS INCLUDE

On-site Radio Announcements Every Hour During the Fair.



WEBSITE & CANFIELD FAIR IN-APP ADS

\$2,500

ASSETS INCLUDE

12 Month Website Ad (August 2024-July 2025) and exposure on the Canfield Fair app, the only way to navigate the fair!

365 exposure



GOLF CART FLEET

\$2,500

ASSETS INCLUDE

Signage on the Fleet of Golf Carts Used During All Fair Sponsored Events August 2024-July 2025.

365 exposure



WIENER DOG RACING/ HARNESS RACING/ MULE RACING

\$2,500

ASSETS INCLUDE

Banners at the Event, Social Media Posts, 10 Mentions During Event on PA. Ability to set up a table on the concourse or at the entrance to the grandstands during the event.



GRANDSTAND TICKET GIVE-A-WAY SPONSOR

\$2,000

ASSETS INCLUDE

Involvement in give-a-ways of entertainment tickets during Fair week, social media mentions and exposure.

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PROGRAM ADS

\$1,500- \$3,000

ASSETS INCLUDE

Full and 1/2 Page Ad Sizes in the Daily Program Distributed to all Fairgoers and Available Online.

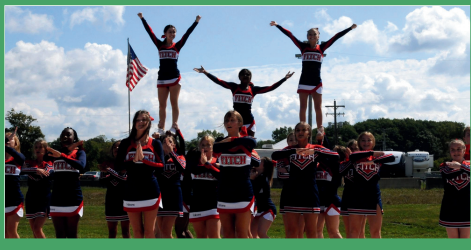


HIGH SCHOOL BAND SHOW SPONSOR

\$1,500

ASSETS INCLUDE

Banners at the Event, Social Media Posts, 10 Mentions During Event on PA. Ability to set up a table on the concourse or at the entrance to the grandstands during the event.



CHEERLEADING DEMONSTRATION SPONSOR

\$1,500

ASSETS INCLUDE

Banners at the Event, Social Media Posts, 10 Mentions During Event on PA. Ability to set up a table on the concourse or at the entrance to the grandstands during the event.



FENCE BANNER

\$750

ASSETS INCLUDE

Banner Hung on Inside Fence Posts During the Fair.



FAIRGROUNDS MAP (in program)

\$750

ASSETS INCLUDE

Logo Placement on the Most Looked at Page in the Program.

Other sponsorships are available including at the \$500 level: Ag Day Games, Mahoning County Agriculture Hall of Fame, Wiener Dog Parade of Champions, Wiener Dog Dress a Dog Contest, the Elvis Appearance at Mule Racing, and at the \$250 level: Commemorative Poker Chip sponsorships.

We are happy to work with you to design a sponsorship that best meets your businesses marketing and budgetary needs. Contact us today to discuss your options.