

DIAMOND JUBILEE

70-YEAR CELEBRATION AT
THE SUMTER COUNTY FAIR

★ FEBRUARY 28 - MARCH 9, 2025 ★

SPONSORSHIP OPPORTUNITIES



SOCIAL MEDIA IMPACT

7,287 FANS

778,560

FACEBOOK IMPRESSIONS

6,140

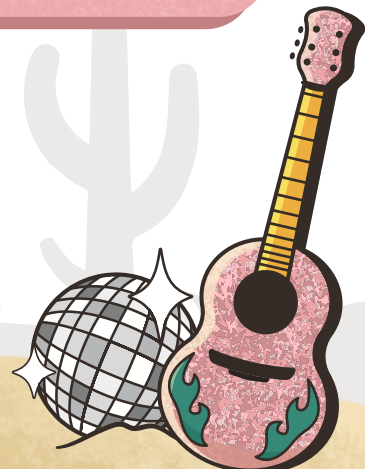
FACEBOOK ENGAGEMENT

79,599

INSTAGRAM IMPRESSIONS

1,908

INSTAGRAM ENGAGEMENT



DIAMOND JUBILEE

AT THE 2025 SUMTER COUNTY FAIR

Dear Sponsor,

We are excited to announce the upcoming 2025 Sumter County Fair, featuring our SECOND Concert Series as part of the 70-year Diamond Jubilee celebration! Due to the generous support of businesses like yours, we can continue this great tradition and bring new, exciting events to our community each year.

The Sumter County Fair attracts over 25,000 fairgoers from Sumter County and surrounding areas, and your sponsorship helps showcase your business to a wide audience of community-minded individuals. Your support will not only help us bring high-quality entertainment but also fund vital initiatives such as our new scholarship program. Last year, we awarded \$1,000 scholarships to one boy and one girl from Sumter County schools, and we look forward to expanding this effort in the future.

This year, we're thrilled to present two incredible nights of entertainment. On Friday, March 7th, 2025, we'll host GRAMMY®, CMA, and ACM-winning Shenandoah with special guest Jess Kellie Adams. Saturday, March 8th, 2025, will feature PLATINUM-selling country star Priscilla Block with local artists Kaleb Sanders and Sadie Bass. After last year's success and positive feedback, we expect around 8,000 concertgoers to attend, giving your business a unique opportunity to reach a large and engaged audience.

In addition to these exciting events, sponsorship of the Sumter County Fair provides visibility through various marketing opportunities, including recognition at the fair, during concerts, and through tailored sponsorship packages that fit your specific business needs. The fair features free parking, national entertainment acts, livestock shows, adventurous entertainment, agricultural education, and much more. These events are only possible through the support of local businesses like yours, and we are eager to partner with you for this special celebration.

Thank you for considering this opportunity. We truly appreciate your support in helping us make the 2025 Sumter County Fair and Concert Series a resounding success while also promoting your business to a broader audience. Together, we can continue to bring valuable entertainment and community-focused events to Sumter County.

We look forward to partnering with you!



DIAMOND JUBILEE



SHENANDOAH

WITH GUEST JESS KELLIE ADAMS

★ MARCH 7, 2025 | 8:00 PM ★

AT THE 2025 SUMTER COUNTY FAIR

OPENER STARTS AT 6:30 PM



DIAMOND JUBILEE



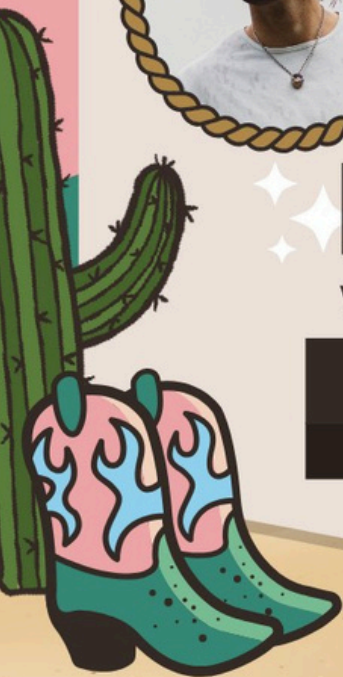
PRISCILLA BLOCK

WITH GUESTS KALEB SANDERS AND SADIE BASS

★ MARCH 8, 2025 | 8:00 PM ★

AT THE 2025 SUMTER COUNTY FAIR

OPENERS START AT 5:30 PM



CONCERT SPONSOR PACKAGES

GRAND SPONSOR

\$10,000

- Your logo featured on posters, flyers, newspapers, and social media.
- Your logo featured on our website all year.
- Prominent display of your logo on large banners by the stage and on the Jumbotron.
- Ten VIP tickets for both nights in the exclusive sponsor VIP section.
- Enjoy complimentary drinks at the VIP sponsorship bar both nights!
- Eight general admission tickets included.
- Opportunity for meet-and-greets at the artist's discretion.

MAJOR SPONSOR

\$7,500

- Your logo featured on posters, flyers, newspapers, and social media.
- Prominent display of your logo on large banners by the stage and on the Jumbotron.
- Eight VIP tickets for both nights in the exclusive sponsor VIP section.
- Enjoy complimentary drinks at the VIP sponsorship bar both nights!
- Six general admission tickets included.
- Opportunity for meet-and-greets at the artist's discretion.

CORPORATE SPONSOR

\$5,000

- Your logo featured on posters, flyers, and social media.
- Prominent display of your logo on smaller banners by the stage and on the Jumbotron.
- Six VIP tickets for both nights in the exclusive sponsor VIP section.
- Six complimentary drink tickets at the VIP sponsorship bar each night!
- Four general admission tickets included.
- Opportunity for meet-and-greets at the artist's discretion.

CONCERT SPONSOR

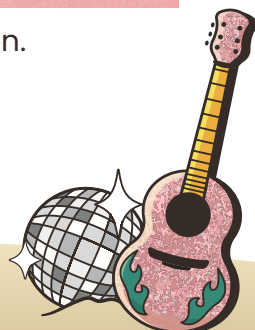
\$2,500

- Your logo featured on posters, flyers, and social media.
- Prominent display of your logo on smaller banners by the stage and on the Jumbotron.
- Six VIP tickets for both nights in the exclusive sponsor VIP section.
- Six complimentary drink tickets at the VIP sponsorship bar each night!

EVENT SPONSOR

\$1,000

- Prominent display of your logo on smaller banners by the stage and on the Jumbotron.
- Six VIP tickets for both nights in the exclusive sponsor VIP section.





**70-YEAR CELEBRATION AT
THE SUMTER COUNTY FAIR**

GREAT LIVESTOCK SHOWS AND SALE



70-YEAR CELEBRATION AT THE SUMTER COUNTY FAIR

AMAZING DEMO DERBY



70-YEAR CELEBRATION AT
THE SUMTER COUNTY FAIR

FAIR SPONSOR PACKAGES

PLATINUM FAIR SPONSOR

\$5,000

- One Grounds Free Entertainment act presented by sponsor including sponsor recognition at entertainment area/stage during the fair and all advertising aspects.
- Year-round logo inclusion on fair website.
- Sponsor banner recognition at fairgrounds entrance during fair.
- Recognition in fair advertising (newspaper, social media, i.e.)
- Twenty-Five complimentary 10 Day gate admission passes to 2025 fair.
- 10' Commercial Hall Space during fair to use for advertising or sale of products.

GOLD FAIR SPONSOR

\$2,500

- Year-round logo inclusion on fair website.
- Sponsor banner recognition at fairgrounds entrance during fair.
- Recognition in fair advertising (newspaper, social media, i.e.)
- Fifteen complimentary 10 Day gate admission passes to 2025 fair
- 10' Commercial Hall Space during fair to use for advertising or sale of products.

SILVER FAIR SPONSOR

\$1,500

- Year-round logo inclusion on fair website.
- Sponsor banner recognition at fairgrounds entrance during fair.
- Recognition in fair advertising (newspaper, social media, i.e.)
- Ten complimentary 10 Day gate admission passes to 2025 fair.

BRONZE FAIR SPONSOR

\$750

- Sponsor banner recognition at fairgrounds entrance during fair.
- Recognition in fair advertising (newspaper, social media, i.e.)
- Five complimentary 10 Day gate admission passes to 2025 fair.



SPONSORSHIP FORM

Company Name: _____

Contact name: _____

Phone: _____

Email: _____

Address: _____

Sponsorship Type: _____

POINT OF CONTACT:

Austin White

austin@sumterfair.net | 352-626-0396 | 7620 SR 471, Bushnell, FL 33513

