



Greater Hillsborough County Fair Association, Inc.
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Sponsorship Packages

2024 Hillsborough County Fair

Youth Livestock Program

Sponsorship Opportunities for the 2024 Hillsborough County Fair held October 31-November 11, 2024

Sponsorship Packages:

\$7,500 Champion Sponsor

- *2024 Livestock Program Hillsborough County Fair running Oct. 31-Nov. 11 for the 12-day annual fair. Champion sponsor would be recognized in all paid media coverage (including TV, Radio, Digital Billboards, Printed, and Social Media associated with the Youth Livestock Program). Champion sponsor would be recognized in all public relations (TV appearances, blogs, social media and community relations, press releases, etc. associated with the Youth Livestock Program). Champion sponsor would be recognized with company and logo in all printed material for the 2024 Hillsborough County Fair including fair banner, fair schedules, fair programs, fair awards banquets associated with the Youth Livestock Program.*
- *Fair Digital Sign (located on Hwy 60) will highlight Sponsorship with a 20 second spot every minute beginning July 1 and running through duration of fair on Nov. 11, 2024.*
- *50 complimentary admissions*
- *Complimentary Vendor Space during 2024 Hillsborough County Fair (10 feet frontage)*

\$5,000 Blue Ribbon Sponsor

- *Friend of the Fair sponsor of the 2024 Hillsborough County Fair running Oct. 31-Nov. 11 for the 12-day annual fair. Blue Ribbon sponsor would be recognized in all paid media coverage (including TV, Radio, Digital Billboards, Printed, and Social Media associated with the Youth Livestock Program). Presenting sponsor would be recognized in all public relations (TV appearances, blogs, social media and community relations, press releases, etc. associated with the Youth Livestock Program). Sponsor would be recognized with company and logo in all printed material for the 2024 Hillsborough County Fair including fair banner, fair schedules, fair programs, fair awards banquets associated with the Youth Livestock Program.*
- *Fair Digital Sign (located on Hwy 60) will highlight Sponsorship with a 10 second spot every minute beginning July 1 and running through duration of fair on Nov. 11, 2024.*
- *50 complimentary admissions*
- *Complimentary Vendor Space during 2024 Hillsborough County Fair (10 feet frontage)*

\$2,500 Red Ribbon Sponsor

- *All shows and events held during 2024 Hillsborough County Fair will recognize Red Ribbon sponsor including all fair signs, schedules, and promotions for the 2024 Hillsborough County Fair associated with the Youth Livestock Program (inclusive of all media – TV, print, social)*
- *Fair Digital Sign (located on Hwy 60) will highlight Event Sponsorship from Oct. 31-Nov. 11, 2024 with a 10 second spot every minute.*
- *All website and social media references to the Youth Livestock Program will include sponsor highlight*
- *1 Banner for sponsors will be exhibited in livestock area for the duration of fair*
- *Additional signage or banners can be displayed at fair during event at Sponsor's cost*
- *Event is a rain or shine event.*
- *20 complimentary passes*
- *Complimentary Vendor Space during 2024 Hillsborough County Fair (10 feet frontage)*

\$1000 Youth Livestock Show Friend

- *Fair Digital Sign (located on Hwy 60) will highlight sponsor from Oct. 31-Nov. 11 with a 10 second spot every minute.*

- *All website and social media references to the Youth Livestock Program will include sponsorship highlight*
- *10 complimentary passes to the fair*
- *Complimentary Vendor Space during 2024 Hillsborough County Fair (10 feet frontage)*

2024 Hillsborough County Fair:

The Hillsborough County Fair will run for a 12 day period.

2024 Hillsborough County Fair – Oct. 31-Nov. 11, 2024

Anticipated Attendance (12 days): 25,000 – 30,000 people

History of the Hillsborough County Fair:

The Greater Hillsborough County Fair

Fairs are an American tradition dating back to the independence of this country. Fairs play an important role in showcasing the agricultural, educational and industrial history and social fabric of a community. In 1990 a new dedicated group of citizens decided to bring back the traditions of a county fair and formed The Greater Hillsborough County Fair Association, Inc.

Initial Fairs were held on the grounds of the Florida State Fair and the next seven fairs were held on the grounds of Raymond James Stadium in Tampa, Florida.

The fair transitioned from a tenant at Raymond James Stadium to an operational Fairgrounds. Livestock Shows only were held in 2007 and 2008. The Fair with a ride midway, entertainment, competitive exhibits and livestock shows returned in 2009. The five-day fair was successful and has grown every year.

In 2011 spectator events were held in the new 1800 seat arena for the first time and patrons attended two nights of Ranch Rodeo in addition to other Fair events. 2013 saw the completion of a 20,000 square foot multi-use building with new restrooms featuring hands free washing and drying accommodations. A portion of the Livestock Program could now be housed under the building and the Family Living entries previously displayed under a tent were moved into the building.

2014 saw the largest expansion of the Fair program in a single year on the new site. The five-day event was expanded to eight days encompassing two weekends. Livestock Shows were spread between the weekends and alleviated the overcrowding. The Fair operated Thursday through Sunday each weekend. The first weekend featured two nights of Ranch Rodeo and a Mexican Rodeo in the arena. The second weekend of arena events hosted a Bulls and Barrels Rodeo, Truck and Tractor Pull and finished the last day with a Demolition Derby. A host of other events were also held – Talent Shows, Battle of the Bands, Harvest Queen Scholarship Contest, Livestock Shows, Baby Pageants, Arts, Photography and a Hay Bale Decorating Contest honoring our “Hometown Heroes”.

Between 2021 and 2022, we were fortunate to receive a grant through the Florida Department of Agriculture and now have new barns for the livestock shows and all animals are fully under cover with large fans throughout as well as additional tack space in the barns.

The Greater Hillsborough County Fair focuses on family fair tradition in Hillsborough County. We know that importance of providing wholesome family fun rooted in many years of tradition that are a large part of our county fair. With a variety of free entertainment, events and community competitions and a family fun Midway, our county fairs offer something for everyone!