



SENIORS' DAY VENDORS

Become a sponsor of our Seniors' Day at the Fair. On this day, the Fair offers Seniors 62 and better free admission to the Fair and hosts a Seniors' Lifestyle Expo!

ADVERTISING & HOSPITALITY	Official Sponsor	Day Sponsor	Vendor
Logo Inclusion on Seniors Day Promotional Flyer	✓		
Dedicated Social Media Post Promoting Presence at Fair	✓		
Logo Inclusion in Fair Emails promoting Seniors Day	✓		
Graphic inclusion in Fair produced Seniors Day Expo Digital advertising publication	✓	✓	
Logo inclusion on Digital Gate Signs on Seniors Day	✓	✓	
Option to have display all day long	✓	✓	
Priority display location selection First Come First Served within each category	✓	✓	
Voice of the Fair recognition on Seniors Day	✓	✓	
Logo included on the BFF website	✓	✓	
10x10 Display Space at the Seniors Day Expo in Pavilion	✓	✓	✓
Admission Tickets	20	10	4
Parking Tickets	20	10	4
	\$4,000	\$1,500	\$800

A limited number of non-profit spaces will be available at \$500.





SENIORS' DAY

ADVERTISING & HOSPITALITY	Title Sponsor	Presenting Sponsor
Name recognition for all Seniors Day communication	✓	
Option to provide greeters and option to give away promotional items at all entrance gates on Seniors Day	✓	
Dedicated ad space in Fair email newsletter	✓	
Digital Advertising campaign targeting Seniors Day Expo guests 100,000 ad impressions	✓	
Inclusion in a press release within the media kit to promote Seniors Day	✓	
Full page ad space in Fair produced Seniors Day Expo Digital advertising publication	✓	✓
Premium 10x20 inside Chance Avenue or Butler	✓	✓
Logo Inclusion on Seniors Day promotional flyer	✓	✓
Dedicated social media post promoting presence at Fair	2	1
Logo inclusion in Fair emails promoting Seniors Day	✓	✓
Dedicated graphic in heavy rotation on digital gate signs on Seniors Day	✓	✓
Logo or listing inclusion in all social media post promoting Seniors Day	✓	✓
Recognized by Voice of the Fair to open every announcement on Seniors Day	✓	✓
Logo included on the BFF website	✓	✓
10x10 Display Space at the Seniors Day Expo in Pavilion	✓	✓
VIP Badges	6	2
Admission Tickets	60	10
Parking Tickets	30	10
	\$15,000	\$8,000