

# 2021

## CANFIELD FAIR SPONSORSHIPS



# THE 175<sup>TH</sup> CANFIELD FAIR

175 years and still crowing!

**September 1 - 6, 2021**

[www.canfieldfair.com](http://www.canfieldfair.com)

330.333.4118

[marketing@canfieldfair.com](mailto:marketing@canfieldfair.com)

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## 175 YEARS AND STILL CROWING!

After a year of uncertainty there's comfort in tradition. 2021 marks 175 years of the family fun that encompasses the Canfield Fair. We are taking extra precautions to make sure our fairgoers and their families feel safe and welcome during their time on the Fairgrounds. These safety measures allow for increased branding and marketing opportunities, allowing your business to send a message of safety and comfort. Throughout the years things may change but one thing remains the same; the tradition of family, fellowship, agriculture, and fun at the Canfield Fair.

We look forward to seeing you at the Big Rock September 1-6, 2021.



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### PRESENTING SPONSOR

**\$50,000**

#### ASSETS INCLUDE

Gate Signage at all public entrance gates, 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 175th Activities, 12 Month Webslider Ad, Name Mentions Whenever Fair is Referenced.

### YOUTH DAY SPONSOR

**\$30,000**

#### 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.

### SENIOR DAY SPONSOR

**\$15,000**

#### 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.

### 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.



exposure



### PEOPLE MOVERS

**\$8,500**

#### ASSETS INCLUDE

Logo Placement on Trailer and at Pickup Stops.



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### PARKING SPONSOR

**\$7,500**

#### ASSETS INCLUDE

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



### TRUCK AND TRACTOR PULL

**\$7,500**

#### ASSETS INCLUDE

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

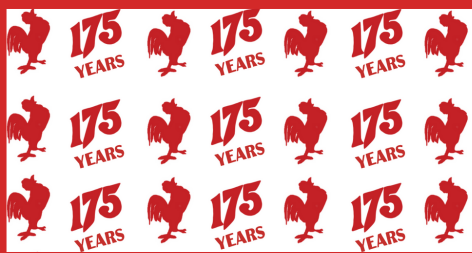


### DEMOLITION DERBY

**\$5,000**

#### ASSETS INCLUDE

Name Printed on Tickets, Banners at the Event, Social Media  
Posts, 10 Mentions During the Event on PA.



### PUBLIC ART SPONSOR

**\$5,000**

#### ASSETS INCLUDE

Logo on Each of the Mural (Photo-Op) Walls and Signage at the  
Flock to the Fairgrounds Rooster Statue Display Where All 20  
Rooster Statues Will Debut for the First Time



### GRANDSTAND BANNER

**\$4,000**

#### ASSETS INCLUDE

May 2021- April 2022 signage on Grandstand. Visible to  
over 500,000 people annually.

365  
exposure



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### ROOSTER REPORT

**\$3,000**

#### ASSETS INCLUDE

On-site Radio Announcements Every Hour During the Fair, 12 Month Podcast Sponsor.



### 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.



### WEBSITE & SOCIAL ADS

**\$2,500**

#### ASSETS INCLUDE

12 Month Website Ad (August 2021- July 2022) and Targeted Social Media Posts August- September 2021.

365  
exposure



### GOLF CART FLEET

**\$2,500**

#### ASSETS INCLUDE

Signage on the Fleet of Golf Carts Used During All Fair Sponsored Events September 2021- July 2022.

365  
exposure



### WEINER DOG RACING/ HARNESS RACING/ MULE RACING

**\$1,500**

#### ASSETS INCLUDE

Banners at the Event, Social Media Posts, 10 Mentions During Event on PA.

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### FENCE BANNER

**\$600**

#### ASSETS INCLUDE

Banner Hung on Inside Fence Posts During the Fair.



### FAIRGROUNDS MAP (in program)

**\$500**

#### ASSETS INCLUDE

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



**Now Open! Canfield Fair Event Center  
Home of the Junior Fair**