

THE 177TH CANFIELD FAIR

August 30 - September 4, 2023

www.canfieldfair.com 330.333.4118

marketing@canfieldfair.com

CANFIELD FAIR

BY THE NUMBERS

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2022 Attendance:

245,140





Past Attendance:

2021	285,186
2019	304,472
2018	295,781

LARGEST COUNTY FAIR IN OHIO!

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

EXPOSURE

CULTURAL RELEVANCE











SOCIAL MEDIA



61,000+ Facebook Followers Average Fair Week Reach: 255,603



6,300+ Instagram Followers Average Fair Week Reach: 5,862



4,600+ TikTok FollowersTotal Number of Views: 559,700



28,500+ Total Views



9,000+ 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.



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.



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.



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.





PEOPLE MOVERS

\$8,500

ASSETS INCLUDE

Logo Placement on Trailer and at Pickup Stops.

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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.



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.



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.

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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.



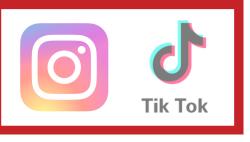
GRANDSTAND BANNER

\$4,000

ASSETS INCLUDE

May 2023-April 2024 signage on Grandstand. Visible to over 500,000 people annually.





SOCIAL MEDIA SPONSOR

\$3,500

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.



ROOSTER REPORT

\$3,000

ASSETS INCLUDE

On-site Radio Announcements Every Hour During the Fair.



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.

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WEBSITE & CANFIELD FAIR IN-APP ADS

\$2,500

ASSETS INCLUDE

12 Month Website Ad (August 2023-July 2024) and exposure on the Canfield Fair app, the only way to navigate the fair!





GOLF CART FLEET

\$2,500

ASSETS INCLUDE

Signage on the Fleet of Golf Carts Used During All Fair Sponsored Events August 2023-July 2024.



exposure



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.



GRANDSTAND TICKET GIVE-A-WAY SPONSOR

\$1,500

ASSETS INCLUDE

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

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WEINER DOG RACING/ HARNESS RACING/ MULE RACING

\$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

\$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.

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.



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