

2025 CANFIELD FAIR SPONSORSHIPS



Something To Crow About!

CANFIELD
FAIR
EST. **1846**

THE 179TH CANFIELD FAIR

www.canfieldfair.com

330.333.4118

marketing@canfieldfair.com

CANFIELD FAIR

BY THE NUMBERS

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2024 Attendance:
273,709

Past Attendance:

| | |
|------|---------|
| 2023 | 275,080 |
| 2022 | 245,140 |
| 2021 | 285,186 |



LARGEST COUNTY FAIR IN OHIO!

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

RECOGNITION

COMMUNITY CONNECTION

TRADITION



SOCIAL MEDIA



67,000+ Facebook Followers
Average Fair Week Reach: 596,817



8,200+ Instagram Followers
Average Fair Week Reach: 53,809



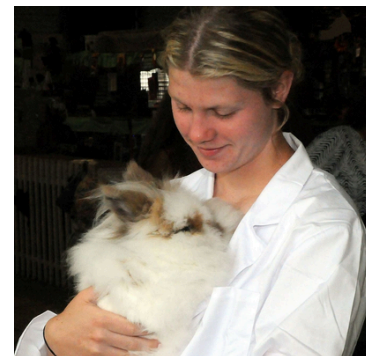
10,500+ TikTok Followers
Total Number of Views: 717,000



40,000+ Total Views



14,000+ App Users



MEDIA PARTNERS



FARM and DAIRY



2025

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PRESENTING SPONSOR

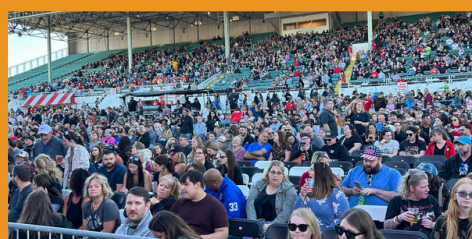
\$50,000

ASSETS INCLUDE

Mentions in all Placed Media
TV/Radio/Print/Outdoor/Internet, Rooster Report Mentions,
Social Media Posts, Tent on the Fairground Concourse,
Involvement in Fair Week Activities and On-Ground
Activations, 12 Month Webslider & In-App Ad, Name
Mentions Whenever Fair is Referenced.

365

exposure



GRANDSTAND ENTERTAINMENT STAGE - NAMING RIGHTS \$35,000

ASSETS INCLUDE

Prominent banner placement on the main stage inside the
Grandstand for the Sunday and Monday entertainment shows. Your
organization name will be mentioned anytime the stage is referenced
in all advertisements including television, radio, print, social media
and on-ground advertising. Includes social media and website
sponsor recognition. Banners remains in place Sunday – Monday.

365

exposure



CONCOURSE STAGE - NAMING RIGHTS

\$25,000

ASSETS INCLUDE

Prominent banner placement on the stage, located on the main
concourse near the Grandstand. This popular attraction is home to
many popular events including the Agricultural Hall of Fame
Induction and popular local music acts throughout Fair Week as well
as the Bike Night Awards Ceremony. Name mentions wherever stage
is mentioned. Includes social media and website recognition.

365

exposure



MICHAEL KUSALABA EVENT CENTER STAGE - NAMING RIGHTS

\$25,000

ASSETS INCLUDE

Prominent banner placement on the stage, located at the Michael
Kusalaba Event Center, in the heart of the Junior Fair area of the
Fairgrounds. This stage is home to many popular events including
Opening Ceremonies, Junior Fair King and Queen crowning, and
the Kid's Cooking Contest. Name mentions wherever stage is
mentioned. Includes social media and website recognition.

365

exposure



GATE SPONSOR

\$25,000

ASSETS INCLUDE

Year-round exposure to over 500,000 people with your
logo/signage posted at 3 of the most popular walk-in and
parking gates on the Fairgrounds (Gate 5, Gate F, Gate G).
Signage will be displayed June 2025-May 2026.

365

exposure

2025

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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, Web Slider and In-App 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, Web Slider and In-App 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. Multiple units available.



BEST SEATS IN THE HOUSE SPONSOR

\$10,000

ASSETS INCLUDE

Ability to furnish premium seating for all 4 Grandstand Events (Friday-Monday). Refreshments provided by Canfield Fair. Tickets provided for up to 8 people per event. Mentions on Social Media to promote ticket raffle.



OLD MACDONALD'S BARN

\$8,500

ASSETS INCLUDE

Logo on signage for Old MacDonald's Barn, Web Slider and In-App Ad, Social Media mentions, table display near entrance in barn.



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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.

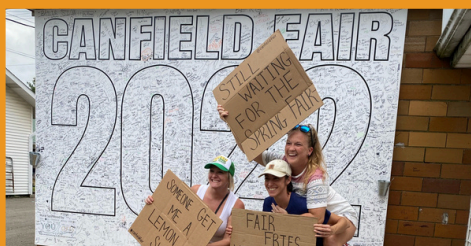


DEMOLITION DERBY SPONSOR

\$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.



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.



SOCIAL MEDIA SPONSOR

\$5,000

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 19,000 views per day on Instagram and about 119,000 views per day on TikTok.

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GRANDSTAND BANNER

\$4,000-\$6,000

ASSETS INCLUDE

May 2025-April 2026 signage on Grandstand.
Visible to over 500,000 people annually.

365
exposure



FAIRGROUNDS MAP

\$3,500

ASSETS INCLUDE

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



ROOSTER REPORT

\$3,000

ASSETS INCLUDE

Logo included on daily update of happenings at the Fairgrounds. Shared via social media (combined over 75,000 followers) & email blast (over 12,000 subscribers). Logo placement on website.



WEBSITE & CANFIELD FAIR IN-APP ADS

\$2,500

ASSETS INCLUDE

12 Month Website Ad (August 2025-July 2026) and exposure on the Canfield Fair app, the only way to navigate the fair!

365
exposure



GOLF CART FLEET

\$2,500

ASSETS INCLUDE

Signage on the Fleet of Golf Carts Used During All Fair Sponsored Events August 2025-July 2026.

365
exposure

2025

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WIENER DOG RACING/ HARNESS RACING/ MULE RACING

\$2,500

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

\$2,000

ASSETS INCLUDE

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



FENCE BANNER

\$750

ASSETS INCLUDE

Banner Hung on Inside Fence Posts During the Fair.

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.