



2024

July 16-21



Dear Friends of the Cass County Fair,

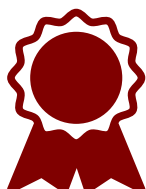
Greetings from the Cass County Fair Board! We are connecting to share an impactful sponsorship opportunity for you and/or your company.



Held annually in July, the Cass County Fair was established in 1994 and is celebrating “30 Years of Tradition”. It is our goal to provide all of our guests and exhibitors with a window into rich Cass County traditions. We currently have over 15,000 patrons who visit our fair each year.



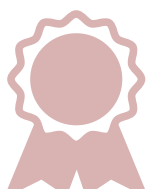
The fair is run mostly by volunteers and is able to operate with the generosity of sponsorships and donations. Without these generous contributions, we would not be able to provide the quality fair that folks have come to enjoy each summer. This is where we would love to partner with you. Would you be willing to be one of our great sponsors for the 2024 fair? This is our 30th year and we want to make it the biggest and best yet! Your contribution will assist with a variety of expenses such as events, tickets, awards, building supplies, entertainment, and more.



When you become a sponsor for the Cass County Fair, there are many benefits and promotional opportunities available to help you achieve your business marketing, advertising, and public relations goals. We hope that you will review the contents of this package and find a level of sponsorship that would be a good fit for you. Each level has its own appeal and benefits beyond supporting the traditions of the Cass County Fair.



If you are interested in becoming one of our great sponsors, you can complete the attached form and we will be in touch with you soon, or reach out to Nici Wilson at (816.540.7810) or niciw@pleasanthill.com. Any sponsorship or contribution is greatly appreciated. We look forward to hearing from you soon.



Sincerely,

Nici Wilson
Cass County Fair
Pleasant Hill, MO

2024

Sponsorship Opportunities



We are excited to celebrate "30 Years of Tradition" at the 2024 Cass County Fair in Pleasant Hill, MO. For three decades now, the time honored summer tradition has provided an event for families to create lasting memories. The Cass County Fair has grown exponentially in its three decades all in part to our partners and contributors. We look forward to continuing these traditions and relationships, all while helping to promote you and/or your business.



Platinum · \$2,400

- 4x10 banner displayed at the Cass County Fairgrounds
- Logo/Link on the Fair's Website
- Name listed on flyer distributed in local newspapers
- 12 - All Event Wristbands
- Promoted on Fair T-Shirts
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
 - 12 - thirty second advertising spots
 - 12 - thirty second online streaming spots
 - each of these is per week for three weeks



Diamond · \$1,800

- 3x9 banner displayed at the Cass County Fairgrounds
- Logo/Link on the Fair's Website
- Name listed on flyer distributed in local newspapers
- 8 - All Event Wristbands
- Promoted on Fair T-Shirts
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
 - 9 - thirty second advertising spots
 - 9 - thirty second online streaming spots
 - each of these is per week for three weeks



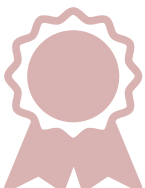
Gold · \$1,200

- 3x8 banner displayed at the Cass County Fairgrounds
- Logo/Link on the Fair's Website
- 6 - All Event Wristbands
- Promoted on Fair T-Shirts
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
 - 6 - thirty second advertising spots
 - 6 - thirty second online streaming spots
 - each of these is per week for three weeks



Silver · \$850

- 3x6 banner displayed at the Cass County Fairgrounds
- Logo/Link on the Fair's Website
- 4 - All Event Wristbands
- Promoted on Fair T-Shirts
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
 - 8 - fifteen second advertising spots
 - 8 - fifteen second online streaming spots
 - each of these is per week for three weeks



Bronze · \$550

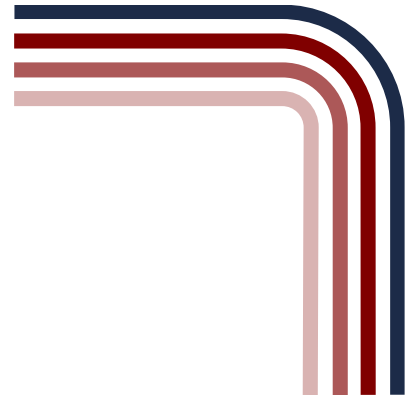
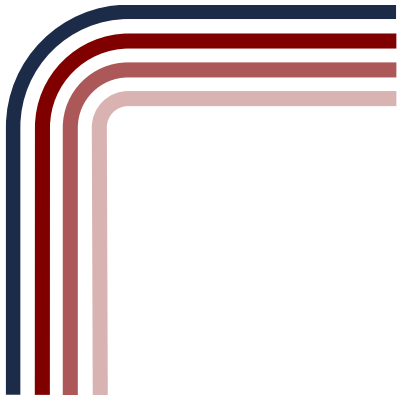
- 2x6 banner displayed at the Cass County Fairgrounds
- Logo/Link on the Fair's Website
- 2 - All Event Wristbands
- Promoted on Fair T-Shirts
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
 - 6 - fifteen second advertising spots
 - 6 - fifteen second online streaming spots
 - each of these is per week for three weeks

All of the above sponsorship levels will be included in fair promotion on our social media outlets

• **Friends of the Cass County Fair · \$100**

Four (4) admission tickets to one main event · Listed on the Cass County Fair website

For additional information or to discuss sponsorship opportunities, including in-kind opportunities, reach out to Nici Wilson (816.540.7810) or email niciw@pleasanthill.com



Sponsorship Opportunities

Company / Business Name: _____

Contact Person: _____

Address: _____

Mailing Address (if different) : _____

City, State, Zip Code: _____

Contact Number: _____

Email: _____

Website: _____

Complete Form and return with payment to:
Cass County Fair Sponsorship | 203 Paul Street, Pleasant Hill, MO 64080 | c/o Nici Wilson
A .jpg or .png file of your logo will need to be sent to niciw@pleasanthill.com
For adequate advertising purposes we would like sponsorship's finalized by May 1, 2024

2024 Cass County Fair Sponsorship Levels:

- \$2,400 Platinum Sponsorship
- \$1,800 Diamond Sponsorship
- \$1,200 Gold Sponsorship
- \$850 Silver Sponsorship
- \$550 Bronze Sponsorship
- \$100 Friend of the Fair
- \$_____ Monetary Contribution



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