Dear Friends of the Cass County Fair,

Season's Greetings from the Cass County Fair Board! We're reaching out 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 has become a summer tradition for many. For our 32nd year, we're celebrating "The Magic of the Cass County Fair" with *Christmas in July*! Our goal is to provide our guests and exhibitors with a window into rich Cass County traditions. Currently, there are over 15,000 patrons who visit the Cass County Fair annually.

A majority of the fair is ran by volunteers and is able to operate with the generosity of sponsorships and donations. Without these contributions, we would not be able to provide the quality fair that people have come to enjoy every summer. This is where we would love to partner with you. Would you be willing to be a sponsor of the 2026 Cass County Fair? We need your help to make the 32nd year the biggest and best yet! Your contribution will assist with a variety of expenses such as events, tickets, awards, building supplies, and entertainment.

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's 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 a Cass County Fair sponsor, complete the attached form or contact Nici Wilson at (816) 540-7810 / niciw@pleasanthill.com or Missy Gentry at (816) 540-7809 / mgentry@pleasanthill.com. All sponsorships and contributions are greatly appreciated! We look forward to hearing from you soon.

Sincerely,

Nici Wilson

Cass County Fair
Pleasant Hill, MO

2026 Sponsorship OPPORTUNITIES

We're excited to Celebrate the Magic of the 2026 Cass County Fair in Pleasant Hill, MO. For over three decades, this summer tradition has provided an event for attendees to create lasting memories. The Cass County Fair has grown exponentially in its existence all in part to our partners and contributors. We look forward to continuing these traditions and relationships while helping to promote you and/or your business.

Platinum $2,400

- Individual banner with company logo
- Company logo/link on the Fair's website
- Company name listed on marketing materials
- (12) main event wristbands for each event
- Company name 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

- Company logo on diamond sponsor banners
- Company logo/link on the Fair's website
- Company name listed on marketing materials
- (8) main event wristbands for each event
- Company name 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

- Company logo on gold sponsor banners
- Company logo/link on the Fair's website
- Company name listed on marketing materials
- (6) main event wristbands for each event
- Company name on Fair t-shirts
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
  - (8) thirty second advertising spots
  - (8) thirty second online streaming spots
    - Each of these is per week for three weeks

Silver $850

- Company logo on silver sponsor banners
- Company logo/link on the Fair's website
- Company name listed on marketing materials
- (4) main event wristbands for each event
- 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

Bronze $550

- Company logo on bronze sponsor banners
- Company logo/link on the Fair's website
- Company name listed on marketing materials
- (2) main event wristbands for each event
- Radio Advertising (KBEQ 104.3 & KFKF 94.1)
  - (4) fifteen second advertising spots
  - (4) fifteen second online streaming spots
    - Each of these is per week for three weeks

Friends of the Cass County Fair $100

- (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, contact Nici Wilson at (816) 540-7810 / niciw@pleasanthill.com or Missy Gentry (816) 540-7809 / mgentry@pleasanthill.com

Sponsorship OPPORTUNITIES

Company / Business Name: _____

Contact Person: _____

Address: _____

Mailing Address (if different): _____

City, State, Zip Code: _____

Contact Number: _____

Email: _____

Website: _____

Return the completed form 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

Sponsorship forms must be completed and returned by June 1, 2026.

2026 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: $_____