



# 2022 BUSINESS OPPORTUNITY GUIDE

LET US HELP YOU:

ENGAGE CUSTOMERS.

REWARD EMPLOYEES.

CELEBRATE CLIENTS.

BUILD YOUR BRAND..



MARCH 31ST - APRIL 10TH, 2022

"A Family A\*Fair". SINCE 1987





## ABOUT US

<b>SPONSOR LEVELS</b>	<b>9-10 &amp; 16-22</b>
<b>SETUP A BOOTH</b>	<b>8</b>
<b>ADVERTISE</b>	<b>11</b>
<b>BRING A GROUP</b>	<b>12-14</b>
<b>HOST AN EVENT</b>	<b>13-14</b>

Since 1987 the Clay County Agricultural Fair has provided Clay County and Northeast Florida with an event that's both fun and educational in a family atmosphere. In fact, the Fair vision says it all "A Family A\*Fair".

The Clay County Agricultural Fair is not part of Clay County or State of Florida government and thus receives no tax dollars or other subsidies. We are a private, not-for-profit organization dedicated to enriching our community by promoting education and North Florida agriculture while showcasing and rewarding youth achievement. We accomplish this by producing a first-class eleven day Fair each Spring with quality family entertainment . Over the years we have given back to a long list of other not-for-profits and charities throughout our community. Your money stays here, and we thank you all for supporting us.

The Clay County Fair is a 501c3 Non-Profit organization. We operate the annual agricultural fair that is held in the spring.

*First Fair 1987*







**THE CLAY COUNTY FAIR IS A SELF-FUNDED 501(C)3 ASSOCIATION. WE'VE BEEN ABLE TO CONTINUE OUR MISSION OF PROVIDING FAMILY MEMORIES AND EDUCATING THE PUBLIC ABOUT AGRICULTURE BECAUSE OF THE SUPPORT FROM OUR COMMUNITY.**

**AS ONE OF NORTHEAST FLORIDA'S LARGEST GATHERINGS, OUR FAIR PROVIDES ENORMOUS OPPORTUNITY TO CONNECT DIRECTLY WITH CUSTOMERS, POTENTIAL EMPLOYEES AND PARTNERS THAT CAN HELP YOU REACH YOUR GOALS.**



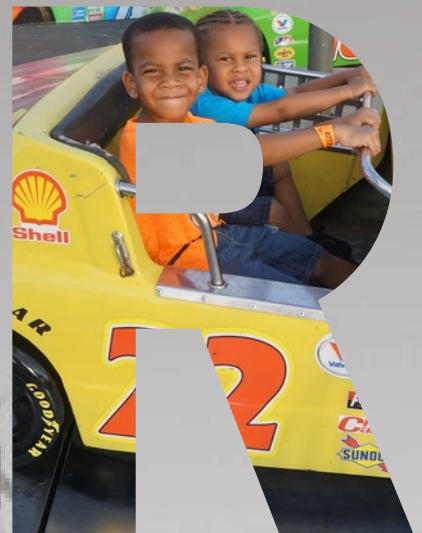
# PEOPLE LIKE US!



*"Totally amazing. I never fail to have  
an amazing time there! I love, love,  
love the animals." - Breanna*

*"Best fair I've been to in a loooong time!" - Joan*

*"Good food, entertainment, and rides!  
You MUST check out how we do it in  
Clay County!" - Rene*



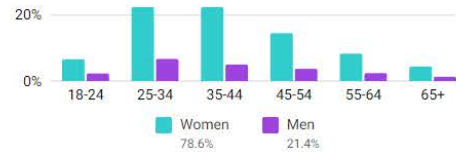


# CLAY FAIR BY THE NUMBERS

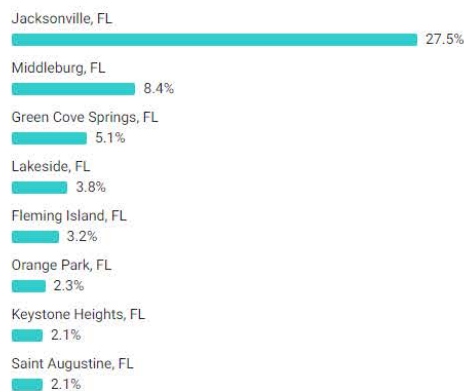
Facebook Page Likes

40.8K

Age & Gender



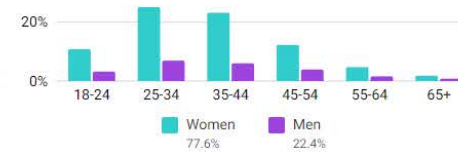
Top Cities



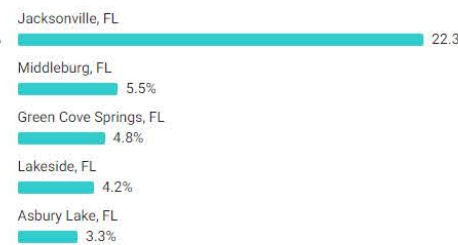
Instagram Followers

4.2K

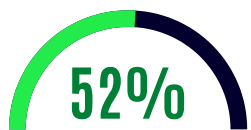
Age & Gender



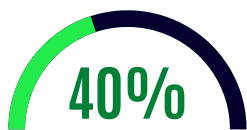
Top Cities



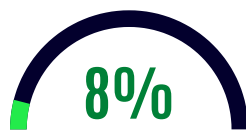
## 2021 Zip Code Results



CAME FROM  
NORTHEAST  
FLORIDA COUNTIES



ARE CLAY  
COUNTY  
RESIDENTS



CAME FROM OUT OF  
STATE AND OTHER  
FLORIDA COUNTIES

**We are social!**



41,128  
followers!



4,189  
followers



New &  
Growing!



1,627  
followers



**148,000  
ATTENDANCE**  
+18% from 2019



**12,000  
ARENA ATTENDANCE**



**95  
CORPORATE SPONSORS**



**99%  
SPONSOR RETENTION**



**35  
MEDIA PARTNERS**



## NOT JUST FERRIS WHEELS & FUNNEL CAKES

### FAN FAVORITES:

#### DISC-CONNECTED K9'S

With 10+ years performing at our fair, Lawrence and his frisbee dogs have become a family tradition at the fair and a must see attraction!

#### ROSSAIRE'S RACING PIGS

Don't miss the thrilling opportunity to cheer on your favorite pig in their race to win an Oreo treat!

#### MAXX POWER ROBOT

Don't miss the friendly, bad jokes BIG GUY at the fair!

#### GLASS-BLOWING

Ever wonder how glass sculptures are made? Come check out our Glass-Blowing demos in the EZone.

#### TEAM T&J

Our favorite Canadian Duo is a must see for kids of all ages. You will leave the show feeling all of the positive vibes!



### CLAY'S STAR SEARCH

Northeast Florida's most talented artists compete for top place on the Community Stage.

### COMMUNITY STAGE

Our Community Stage is full of local entertainers each day of the fair! Located in the EZone.

### BACK BY POPULAR DEMAND!

#### REDNECK ROMPER FASHION SHOW

Come watch North Florida's premier fashion event as our Redneck Romper contestants take over the Community Stage.

### Lew-E's Comedy Circus

Amazingly funny show, incredibly creative comedy and unforgettable memories for all ages!

**AND MORE TO COME!**





## SOMETHING FOR EVERYONE!

### RIDES FOR EVERYONE

We have 42+ amusement rides that are clean, safe and for all levels of thrill seekers.

### FOOD FOR EVERYONE

With over 70 food vendors there's certainly something for everyone. We've got everything fried and on a stick!

### SHOPPING FOR EVERYONE

Looking for a special unique gift? We can help with that too! From Avon, to Caricature artists we've got a wide variety of items for your shopping pleasure in our Market Place!

### ARTS FOR EVERYONE

Lover of the arts? Make sure to support our local artists by viewing their work in our artists building. Photography, painting, and more!



### CONCERTS FOR EVERYONE

Schedule will be made public on December 15th but will include:

New Country  
Classic Country  
Reggae Rock  
American Rock  
Country Rap

### CATTLEMEN'S ARENA

Concerts  
Tractor & Truck Pulls  
High School Night of Comp

### EARLY FLORIDA VILLAGE

Take a step back to the way it used to be and visit over 20 exhibits and original buildings. Our Village also houses our Little Red Barn with baby animals and duck pond!

### LIVESTOCK EXHIBITS

Visit our livestock barn and Ag-Town for cows, pigs, chickens, goats, rabbits and more! Learn all about agriculture!





# BOOTH SPACE



## GENERATE. TELL. SUPPORT. SELL.

Having a presence during the 11 days of the fair gives you the opportunity to come face to face with future customers. It allows you to **GENERATE** leads. Allows you to **TELL** your story. Allows you to attract **SUPPORT** for your association. Allows you to **SELL** your product to the 148k+ people that walk through our gates.

### ON-SITE OPTIONS:

#### INDOOR -EXHIBIT BUILDING 2

**10X8 AND BASIC ELECTRICITY INCLUDED  
HAS TO BE MANNED ALL 11 DAYS**



### OUTDOOR OPTIONS:

#### FRONT OF EXHIBIT BUILDINGS

**12X12- ELECTRICITY INCLUDED  
DOUBLE SPACE COULD BE ACCOMODATED  
CAN ARRANGE SPECIFIC DAYS  
GREAT FOR TALKING WITH CUSTOMERS**



#### MAIN GATE SPACE

**12X12- ELECTRICITY INCLUDED  
DOUBLE SPACE COULD BE ACCOMODATED  
CAN ARRANGE SPECIFIC DAYS  
GREAT FOR HANDING OUT PROMO ITEMS**



#### OTHER AREAS

**CONCERT ARENA, SETUP DURING CONCERTS ONLY**

**LIVESTOCK BARN**

**EZONE, GOOD FOR FAMILY & KID PRODUCTS**

**MAIN PARKING LOT, GOOD FOR COMPANY VEHICLES**

**SPACE IS LIMITED FOR ALL BOOTH OPTIONS**





## IT'S FUN TO SPONSOR THE FAIR!

The Clay County Agricultural Fair is the largest event in Clay County and we have many opportunities for you to get involved. We work with all budgets. You can choose from a standard sponsorship package or we can customize a package specifically for your goals.

### INVESTMENT LEVEL EXAMPLES:

#### BLUE RIBBON \$15,000+

- NAMING RIGHTS
- DAILY GATE DISCOUNT
- SPECIFIC AREA NAMED AFTER COMPANY
- CONCERT PRESENTING SPONSOR

#### GRAND CHAMPION \$10,000+

- MAIN EVENT SPONSOR
- OFFICIAL EQUIPMENT SUPPLIER
- COMMUNITY STAGE
- LIVESTOCK AUCTION

#### PLATINUM \$5,000+

- DAILY SPONSOR
- FAIR GUIDE SPONSOR
- BRANDED CONTEST SPONSOR
- HIGH-DEF SCREEN AD IN ENTERTAINMENT
- TICKET SPONSOR

#### GOLD BUCKLE \$2,500+

- CONTEST SPONSOR
- SIGNS/AWARENESS NOTIFICATIONS
- CELL PHONE CHARGING STATION
- TAG YOUR TOT STATION

#### EXAMPLE SPONSOR BENEFITS

- ✓ FAIR TICKETS
- ✓ VIP PARKING
- ✓ CONCERT TICKETS
- ✓ SIGNAGE ON-SITE
- ✓ FAIR SOCIAL MEDIA
- ✓ FAIR WEBSITE
- ✓ BOOTH SPACE
- ✓ SPONSOR ONLY EVENTS

STANDARD LEVEL SPONSORSHIPS BEGIN ON PAGE 15







# CUSTOM SPONSOR



## 2021 SPONSORSHIP OPPORTUNITIES

ITALICS INDICATE SOLD- UPDATED 1/10/22

### Buildings & Areas

First Aid Building  
Nursing Room  
Community Stage  
VIP Area  
Fan Stands- Concerts  
Pit Party- Tractor Pulls  
Food Corral in EZone

### Main Event Sponsor

Tractor & Truck Pulls  
Dirt Sponsor for Pulls  
Livestock Auction  
High School Night of Competition  
Clay County Fair Pageant

### Day Sponsor

Opening Day  
Fiesta Family Friday  
Clay Ag Day  
Clay Health Day  
Taste the Fair Day  
Our Fair Cares Day  
Senior+ Day  
Family Day  
Student Fair Day  
Celebrate Clay Day  
Hero Day

### Presenting Free Entertainment

Pig Races  
Maxx Power Robot  
Disc-Connected K9s  
Glass Blowing Demos  
Lew E's Circus  
First Friday Fireworks  
**More to be added**

### Other Sponsor

Back of Hard Tickets  
Print At Home Tickets- Top  
Print At Home Tickets- Bottom  
Livestock Buyers Dinner Tickets  
Cell Phone Charging Station  
Social Media Wall During Concerts  
Yard Games in Building 3  
Misting Tent  
Tag Your Tot Booth  
Photo Ops/Selfie Stations- various areas  
Picnic Project

### Signage/Awareness Sponsor

Hand Washing Signs  
Bathroom Doors

### Agriculture & Education

Did you know banners?  
Ag-Venture Boxes  
Ag-Town- Entire  
Ag-Town- Feed Store  
Ag-Town- Grocery Store  
Ag-Town- Library  
Ag-Town- Museum  
Ag-Town- Veterinarian  
Ag-Town- Town Center  
Ag-Town- Post Cards  
Ag-Town- Play Area  
Director Chair Awards  
Wall of Champions Wall  
Agri-Bowl  
Burger Bash Awards Ceremony  
Banner Awards

### Contest Sponsor

Redneck Romper Fashion Show  
Rabbit Fashion Show  
Youth Tailgating Cookoff  
Whip Popping Contest  
Youth Tractor Driving Contest  
Star Search  
Feature Photo Sponsor during fair  
Fair Social Countdown Sponsor

## WANTED: BRANDED EXPERIENCES & ENTERTAINMENT

We are open to creating entertaining and educational experiences to engage our fair-goers. We are open to new contests or sponsor competitions and events that showcases your products. We are open to ideas!

### EXAMPLES:

*Winn-Dixie*  
Milk Bar

*Tire Kingdom*  
Tire Toss

*Bulla Burger*  
Burger Bash

The opportunities for  
creativity are  
endless.







# ADVERTISE

## OFFICIAL 2021 FAIR FUN GUIDE

# CLAY WHAT A COUNTY DID!

## CLAY TODAY OFFICIAL FAIR FUN GUIDE

### Clay Today's Official Fair Fun Guide

Our fair guide includes stories about the people involved with the fair, new attractions coming to the fair, history articles, schedules and more! We distribute 35,000 copies through the Clay Today newspaper distribution and at our Kick-Off BBQ! Prices include art design.



Inside Cover • • • \$1,200

Front or Back

Full Page • • • \$1,000

Half Page • • • \$650

1/4 Page • • • \$300

1/8 Page • • • \$165

CONTACT JON TO  
SECURE YOUR AD  
BY FEBRUARY 1ST  
JON@OPCFLA.COM



## SOCIAL OPPORTUNITIES - WE CAN SEND YOU LIKES!

The Silver Platter  
\$200

Featured post on our FB, Instagram and Twitter accounts about your presence at the fair or an offer related to the fair. Boosted post.

FB or IG Video  
\$300

Featured video post on our FB or IG account about your presence at the fair. Boosted post. You must send us the video.

Ticket Giveaway  
\$150

Sponsor one of our Ticket Giveaways during our March Madness. Your page will be tagged in the post and we will give our followers instructions to like or comment on your page.

Fair Food Battle  
\$200

Sponsor a round during our popular Fair Food Battle tournament. Your logo will go on the fight ring image and you'll be tagged as a sponsor.

Product Giveaway  
\$300

Have a product you're wanting to raise awareness for? Let us help you! We will give it away on our social accounts.

Fair on a Budget  
\$500

**One available.** Our most popular post of the year is our "Fair on the Budget" post. This is on IG & FB.







**TAKE A  
VOLUNTEER  
WORK DAY AT  
THE FAIR!**



## **TEAM BUILDING AND COMMUNITY SERVICE**

Looking for a fun way to give back to your community? Close down the office and come "work" for us! We only have three paid employees at the fair, everyone else is **VOLUNTEER!** Wear your company shirts while you volunteer with us, make an impact with the 148k people that visit us!

### **What would we do?**

**!** Gate Ticket Seller

**!** Gate Ticket Scanner

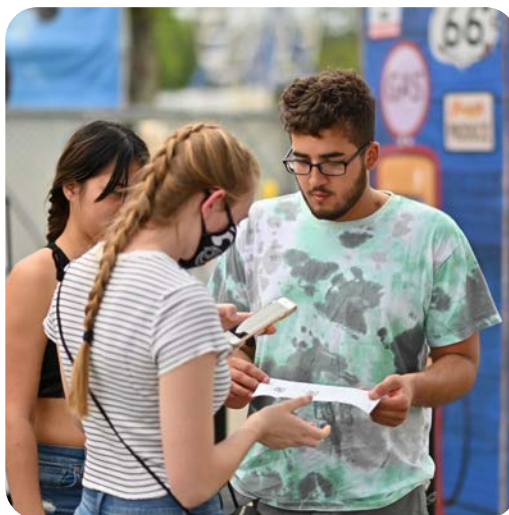
**!** Tram Driver

**!** Guest Services

**✓** Wear company branded shirts!

**✓** Thank you message on our social media!

**✓** Free admission to the fair!







# BRING YOUR COMPANY OR TEAM TO THE FAIR!

Do you have a group of 10+ wanting to join the fair? Reward employees, clients, members, or teams with an outing at the Clay County Agricultural Fair. Must purchase in advance.



**Gate Price**

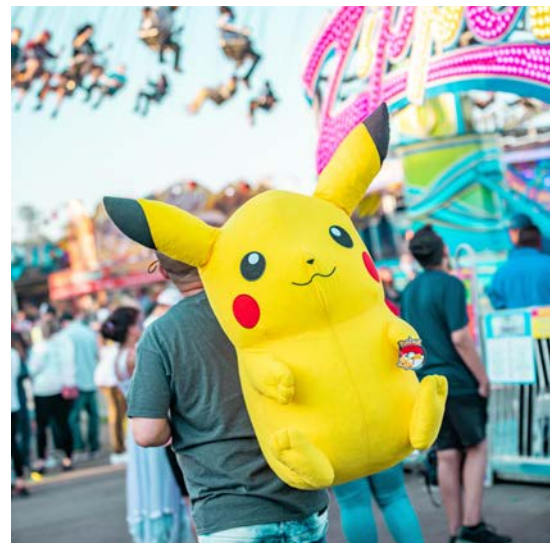
**Advance by March 30th**

**Gate Group Rate**  
\$5 all ages

**Armband Group Rate**  
\$12 any day except Saturday

\$25 Saturday (save \$5)

Adult	\$10	\$7
Seniors & Children 6-12	\$7	\$5
Kids 5 & Under	FREE	FREE
Ride Armbands	\$12-\$30 <i>opening day is \$12</i>	\$17



**Customized packages that include private meeting space, food, ride armbands and concerts available.**  
**Contact Tasha at [tasha@claycountyfair.org](mailto:tasha@claycountyfair.org) for availability and pricing.**



**An example of what we could do for your event**





## VIP PARTY FOR YOUR CUSTOMERS OR EMPLOYEES!

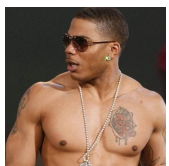
One of the best seats in the house! Reward your employees with a night out at the fair or impress your clients with a fun evening out. The Nest is located under the Cattlemen's Arena and features patio furniture, picnic tables, market string lights, high tables and an airconditioned room for catered food. This area gives sponsors a place to invite guests for a more intimate experience with a view of the stage and room to mingle.

- ✓ Private Area, your group will be the only people allowed in the area.
- ✓ 50 concert tickets. Your guests can stay in the Nest or visit the standing of the arena.
- ✓ 50 gate admission tickets. *Additional tickets can be purchased at 1/2 off.*
- ✓ Company visibility on our LED jumbotron: "Welcome YOUR COMPANY".
- ✓ Banner on the front of The Nest welcoming your group. Visible to the thousands of concert goers.
- ✓ Ride armbands for your younger guests can be purchased for \$15 for unlimited rides during your day.
- ✓ Opportunity to have catered food OR Fair Food Dollars (not in price).



**Starting at \$3,500**

**NEST  
OPPORTUNITITES**  
opens at 6:30pm



**Nelly & DJ BG**  
**Thursday, March 31st**



**Rodney Atkins & Tracy Byrd**  
**Sunday, April 3rd**



**Quiet Riot, Warrant & Papercutt**  
**Friday, April 1st**



**Sublime with Rome & Split\* Tone**  
**Monday, April 4th**



**Lorrie Morrgan, Deana Carter, Colton Chapman**  
**Saturday, April 2nd**



**Walker Montgomery, Kameron Marlowe & Jameson Rodgers**  
**Tuesday, April 5th**





# BE OUR GUEST!

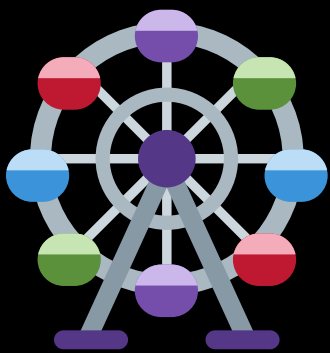


- Special Invite Only Area
- Sponsors, Members and VIP guests
- Free Snacks, Free Sodas & Water
- Fire Pit and Fans
- Quiet Rocking Chair Area
- Cellphone Charging Area
- Corn Hole
- Great Networking area!
- Special parking available at Fair Office & North Parking Lot
- Quick access to the North Gate

**Hours: Open until 7pm \* Located inside the North Gate next to Building 3**







YOU'RE INVITED!

# FAIRWAYS & FERRIS WHEELS

A GOLF + DINNER EVENT

**TUESDAY, MARCH 15TH**

TEE TIME AT 2PM FOR 9-HOLES

DINNER TIME AT 5:00PM

Magnolia Golf & Country Club

**INVITE ONLY!**

- Only Members & Top Level Sponsors are invited to this event.
- Menu includes: Taco Tuesday Style! (1) beer or wine ticket per guest.
- A live band onsite.
- Great networking event.
- Kick-off fair week with us.
- Awards will be given for best themed dressed, longest drive, and more.
- Fun golf games will be had.

RSVP by March 1st- only 100 people allowed, RSVP quick!

Call 904-284-1615 or  
email [tasha@claycountyfair.org](mailto:tasha@claycountyfair.org) to  
reserve your space.

How many people will be joining you?  
Will you be playing golf or just dinner?

**THANK YOU FOR YOUR SUPPORT!**



# BECOME A BLUE RIBBON SPONSOR

(\$15,000 +) \$5,000 minimum cash investment + in-kind services

PAYMENT TYPE: Check \_\_\_\_\_ Cash \$ \_\_\_\_\_ In-Kind \$ \_\_\_\_\_  
Credit Card \_\_\_\_\_ Invoice Requested: \_\_\_\_ yes \_\_\_\_ no

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

Onsite Contact Person: \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

- Exclusivity- limited Blue Ribbon sponsorship's available.
- Opportunity to create cross-promotions at sponsor location(s). Ability to request our mascot for ticket drops for special events.
- Opportunity to do sponsor giveaways at select location or the fair entry gate.
- Onsite display booth, if needed. (negotiable)
- Professionally pre-recorded PA advertising used on site. Sponsor to provide script or we can also use radio commercial that is already made. *Due February 1st.* (minimum 8 per day)
- Name and logo in event guide and daily program.
- Name and logo on fair's website homepage and social media outlets and linked back to yours.
- Opportunity to bring in greeters to staff the fair entry gates with company branded shirts. Must schedule beforehand.
- (2) banners provided by fair- entrance road & main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on SR 16 LED sign one month prior to the Fair and after Fair.
- One day welcome message for front gate LED sign during fair. Sponsor provide content. *Due March 1st.*
- Ad on front gate LED sign 11 days of the fair, static/video, sponsor to provide. **(unless competitor is a daily sponsor)**
- Sign at your location announcing you're a proud sponsor of the fair, Fair provides.
- Invitation to our Kick-Off BBQ on **Tuesday, March 22nd at Noon.** (up to 15 guests)
- Invitation to our "Fairways & Ferris Wheels" Golf + Dinner event at Magnolia Point Golf Club on Date TBD
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1, 2022.*
- (5) Sponsor parking passes. (space subject to availability)
- Up to (250) tickets to the 2022 Clay County Agricultural Fair. **(must request quantity)** \_\_\_\_\_
- Up to (5) ride armbands for the 2022 Clay County Agricultural Fair. **(must request quantity)** \_\_\_\_\_
- 4 VIP tent tickets of your concert of choice. Lineup released December 15th **(must request)** \_\_\_\_\_
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!
- (20) tickets to the Rooter!

## Additional Agreements:

Sponsor Signature

Date

Fair Rep. Signature

Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.



# BECOME A GRAND CHAMPION SPONSOR

(\$10,000-\$14,500) \$2,500 minimum cash investment + in-kind services



PAYMENT TYPE: Check \_\_\_\_\_ Cash \$ \_\_\_\_\_ In-Kind \$ \_\_\_\_\_  
Credit Card \_\_\_\_\_ Invoice Requested: \_\_\_\_ yes \_\_\_\_ no

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

Onsite Contact Person: \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_



- Onsite display booth, if needed. Must schedule beforehand.(negotiable)
- Opportunity to create cross-promotions at sponsor location(s). Ability to request our mascot for ticket drops for special events.
- Name and logo in event guide and daily program.
- Opportunity to do sponsor giveaways at pre-determined area or the fair entry gate.
- Name and logo on fair's website homepage and social media outlets linked back to yours.
- Opportunity to bring in greeters to staff the fair entry gates on a scheduled day. Must schedule beforehand.
- Professionally pre-recorded PA advertising Sponsor to provide script or we can also use radio commercial that is already made. *Due February 1st!* (minimum 6 per day)
- Ad on front gate LED sign on 11 days of the fair (unless competitor is a daily sponsor)
- (2) banners provided by the fair- entrance road & main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign two weeks prior to the fair and after fair.
- Sign at your location announcing you're a proud sponsor of the Fair, Fair provides.
- Invitation to our Kick-Off BBQ on Tuesday, **March 22nd at Noon.** (up to 10 guests)
- Invitation to our "Fairways & Ferris Wheels" Golf + Dinner event at Magnolia Point Golf Club on Date TBD
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2022.*
- 5 Sponsor parking passes. (space subject to availability)
- Up to 200 tickets to the 2022 Clay County Agricultural Fair. (must request quantity) \_\_\_\_\_
- 2 reserved seating concert tickets of your concert of choice. (must request) \_\_\_\_\_
- A plaque to display in your business, must request: **Do you want a plaque? YES OR NO (circle)**
- 15 tickets to the Rooter!
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

## Additional Agreements:

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fair Rep. Signature

\_\_\_\_\_  
Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.



(\$5,000-\$9,500) \$1,500 minimum cash investment + in-kind services

## Credit Card

Invoice Requested: ☐ yes ☒ no

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_



- ### Additional Agreements:

Date \_\_\_\_\_

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.



# BECOME A GOLD BUCKLE SPONSOR

\$2,500-\$4,500 can be a mix of cash and in-kind

PAYMENT TYPE: Check \_\_\_\_\_ Cash \$ \_\_\_\_\_ In-Kind \$ \_\_\_\_\_  
Credit Card \_\_\_\_\_ Invoice Requested: \_\_\_\_ yes \_\_\_\_ no

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

Onsite Contact Person: \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

- Logo in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- 1 banner space at the fair (additional \$150 cost for printing of banner)
- Company name mentioned on PA during the fair.
- Rotating logo on screen in lobby of the fair office week before fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 22nd at Noon**. (up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2022.*
- Up to 75 tickets to the 2022 Clay County Agricultural Fair. **(must request quantity)** \_\_\_\_\_
- 5 tickets and 2 rooter parking passes to the Rooter!
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

## Additional Agreements:

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fair Rep. Signature

\_\_\_\_\_  
Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.





# BECOME A SILVER BUCKLE SPONSOR

\$1,200-\$2,000 can be a mix of cash and in-kind

PAYMENT TYPE: Check  
Credit Card

Cash \$ \_\_\_\_\_ In-Kind \$ \_\_\_\_\_  
Invoice Requested: \_\_\_ yes \_\_\_ no

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

Onsite Contact Person: \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_



- Logo in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- 1 banner space at the fair (additional \$150 cost for printing of banner).
- Company name mentioned on PA during the fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 22nd at Noon**. (up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2022.*
- Up to 50 tickets to the 2022 Clay County Agricultural Fair. **(must request quantity)** \_\_\_\_\_
- 5 tickets and 2 parking passes to the Rooter!
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

## Additional Agreements:

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fair Rep. Signature

\_\_\_\_\_  
Date

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# COMMUNITY BUSINESS PARTNER

\$500-\$1,000 cash commitment

PAYMENT TYPE: Check

Credit Card

Cash \$ \_\_\_\_\_ In-Kind \$ \_\_\_\_\_

Invoice Requested: \_\_\_\_ yes \_\_\_\_ no

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

Onsite Contact Person: \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

- Name in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- 1 banner space at the fair (additional \$150 cost for printing of banner)
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 22nd at Noon**. (2 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2022.*
- 20 tickets to the 2022 Clay County Agricultural Fair. (must request quantity) \_\_\_\_\_
- 2 tickets and 2 parking passes to the Rooter!
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

**Additional Agreements:**

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fair Rep. Signature

\_\_\_\_\_  
Date

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# INDIVIDUAL FRIEND OF THE FAIR

\$150 per person

PAYMENT TYPE: Check

Cash \$ \_\_\_\_\_ In-Kind \$ \_\_\_\_\_

Credit Card

Invoice Requested: \_\_\_\_ yes \_\_\_\_ no

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

Onsite Contact Person: \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

- Name in event guide and daily program.
- Name and logo on fair's website under sponsors.
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 22nd at Noon**. (2 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2022.*
- (5) Tickets to the 2022 Clay County Agricultural Fair, quantity is negotiable. (must request quantity) \_\_\_\_\_
- 2 tickets and 2 parking passes to the Rooter!
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

**Additional Agreements:**

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fair Rep. Signature

\_\_\_\_\_  
Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.



Please Return with Agreement

# Sponsor Expectations



- 
- Abide by all fair rules and if you have a booth during the fair, must follow vendor rules.
  - All free giveaways must be pre-approved! List giveaways:\_\_\_\_\_
- 

- 
- Help advertise for the fair at your business and on social media platforms.
  - This is a "Family \*A Fair" and we live by this phrase. No foul language. Courtesy and respect to volunteers, guests, authority figures, etc. is expected.
  - Greet our guests with a friendly smile and no hassling for sales.
  - If you have a booth on site, please keep your area clean and presentable.
  - Please, show up on your scheduled time and follow all instructions.
  - If someone else in your company is representing you at the Fair, please make sure they have all of the information and we have their contact information.
  - If a conflict arises, we will deal with it in a professional manner.

I agree with the above expectations and promise to be a good steward for the Clay County Fair Association.

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**Sign/Date**