



2024 BUSINESS OPPORTUNITY GUIDE

LET US HELP YOU:

**ENGAGE CUSTOMERS.
REWARD EMPLOYEES.
CELEBRATE CLIENTS.
BUILD YOUR BRAND..**



**APRIL 4TH -APRIL 14TH, 2024
"A Family A*Fair". SINCE 1987
2024 Theme: LUCKY 4 THE FAIR**



ABOUT US

SPONSOR LEVELS	9-10 & 16-22
SETUP A BOOTH	8
ADVERTISE	11
BRING A GROUP	12-14
HOST AN EVENT	13-1

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

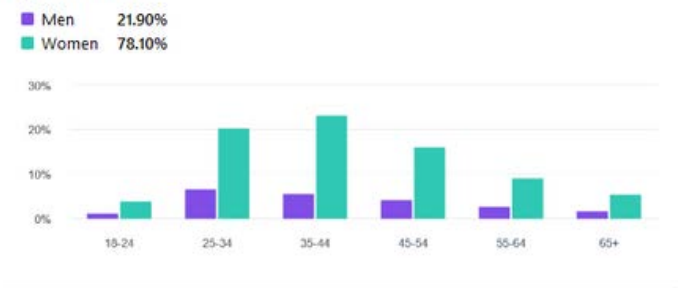
"Best fair I've been to in a loooong time!" - Joan

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



CLAY FAIR BY THE NUMBERS

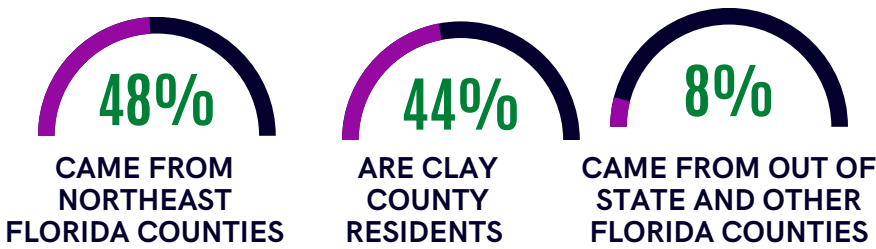
Age and Gender



Location

Location		Cities	Countries
Jacksonville, FL	11,899		
Middleburg, FL	2,945		
Lakeside, FL	1,992		
Green Cove Springs, FL	1,956		
Fleming Island, FL	1,394		
Doctors Inlet, FL	1,046		
Asbury Lake, FL	1,030		
Keystone Heights, FL	978		
Saint Augustine, FL	878		
Palatka, FL	725		

2023 Zip Code Results



We are social!



46,592
followers!



6,952
followers



New &
Growing!
659
followers



157,000
ATTENDANCE
+8% from 2022



14,000
ARENA ATTENDANCE



100
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!

LEW-E'S COMEDY CIRCUS

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

GLASS-BLOWING

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

AND MORE TO COME!



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.

SILENT GOAT DISCO PARTY

Come party with us and meet the VIPs of the party- the goats! Two DJ's will be battling for the best music!

MULLET MATCH

What's an agricultural fair without showcasing the mullets? Celebrity judges to be announced.

A FAIR TRADITION!

HIGH SCHOOL NIGHT OF COMP

Come watch Clay County High schools compete in ag related contests to be the champion!



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
Christian
American Rock
Bluegrass

CATTLEMEN'S ARENA

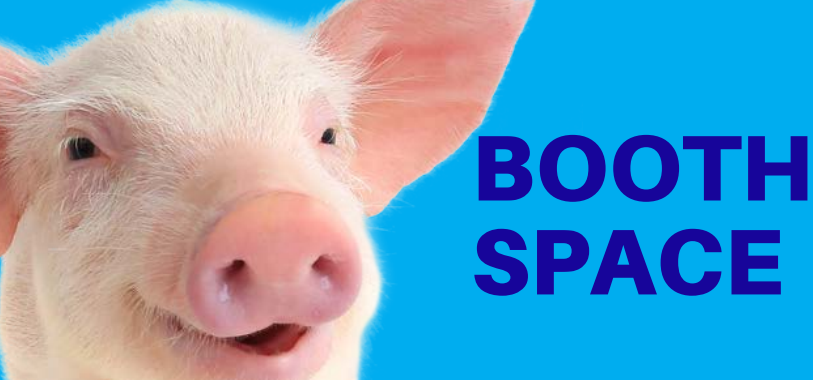
Concerts
Tractor & Truck Pulls
High School Night of Comp

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.



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 155k+ people that walk through our gates.

ON-SITE OPTIONS:

INDOOR -EXHIBIT BUILDING 3

**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
ARENA, OUTSIDE OF FENCE FOR TRACTOR PULLS
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



2024 SPONSORSHIP OPPORTUNITIES

ITALICS INDICATE SOLD

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
Demolition Derby
Silent Disco Goat Party
Concerts

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
open to name changes

Presenting Free Entertainment

Pig Races
Dan Dan the Pirate Man
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 Ad
Social Media Wall During Concerts
Yard Games in Building 3
Misting Tent
Tag Your Tot Booth
Photo Ops/Selfie Stations- various areas
Picnic Project
Photography Category Sponsor
Fair Food Guide
Rain Barrell Contest
Feature Photo Sponsor during fair
Fair Social Countdown Sponsor
Military Spotlight
Veteran/First Responder Flag Series
Home Arts Champion Table
Senior Day Parade
Biggest Fair Fan Designation
Hero of the Day

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- School
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

Rabbit Fashion Show
Youth Tailgating Cookoff
Whip Popping Contest
Youth Tractor Driving Contest
Star Search
Mario Kart & Pacman Tournament
Beard Contest
Mullet Contest

Signage/Awareness Sponsor

Hand Washing Signs
Bathroom Doors

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 Bubba Burger Burger Bash

The opportunities for creativity are endless.





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 CLAY
TODAY TO SECURE
YOUR AD BY
FEBRUARY 1ST

CLAYCOUNTYFAIR.ORG	
THURSDAY, MARCH 30*	\$2 ADMISSION \$12 ARMBAND*
FRIDAY, MARCH 31*	17 & UNDER FREE* \$25 ARMBAND**
SATURDAY, APRIL 1*	\$30 ARMBAND*
SUNDAY, APRIL 2*	\$5 HEALTH PROFESSIONALS* \$25 ARMBAND**
MONDAY, APRIL 3*	\$7 ADMISSION* \$20 ARMBAND**
TUESDAY, APRIL 4*	\$5 ADMISSION* \$20 ARMBAND**
WEDNESDAY, APRIL 5*	SENIORS 60+ FREE \$20 ARMBAND*
THURSDAY, APRIL 6*	8000 VYSTAR MEMBERS \$30 BOGO ARMBAND*
FRIDAY, APRIL 7*	\$30 FAMILY ADMISSION* \$25 ALL DAY ARMBAND*
SATURDAY, APRIL 8*	\$30 ARMBAND*
SUNDAY, APRIL 9*	\$5 HERO PRICE* \$25 ARMBAND**



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!



In need of bilingual volunteers for gate and guest services





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 April 3rd	Gate Group Rate
Adult	\$15	\$10	\$5 all ages
Seniors & Children 6-12	\$9	\$6	Armband Group Rate
Kids 5 & Under	FREE	FREE	\$15 any day except Saturday
Ride Armbands	\$12-\$30 <i>opening day is \$12</i>	\$20	\$25 Saturday (save \$5)



Customized packages that include private meeting space, food, ride armbands and concerts available. Contact Chasitie at office@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).

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

Starting at \$3,500

**Concert Schedule
Released
December 15th**



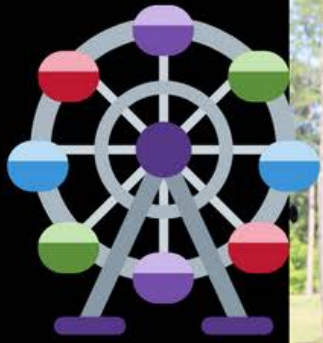
BE OUR GUEST!



- 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





FAIRWAYS & FERRIS WHEELS

A GOLF + DINNER EVENT

THURSDAY, MARCH 28TH

START AT 3PM

FOOD SERVED AROUND 4PM

TOP OF THE TEE FLEMING ISLAND

INVITE ONLY!

- Only Fair Members & Top Level Sponsors are invited to this event.
- Menu includes: TBD
- Live Music!
- Great networking event.
- Kick-off fair week with us.
- Awards will be given!
- Fun golf games will be had.



RSVP by March 1st- limited capacity.

Call 904-284-1615 or
email tasha@claycountyfair.org to
reserve your space.
How many people will be joining you?
Will you be playing 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 sponsorships 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. Sponsors 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 26th at Noon.** (Up to 15 guests)
- Invitation to our "Fairways & Ferris Wheels" Golf + Dinner event Location Top of the Tee Fleming Island, March 28th
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1, 2024.*
- Up to (250) tickets to the 2024 Clay County Agricultural Fair. **(Must request quantity)** _____
No Additional tickets, unless otherwise negotiated.
- Up to (5) ride armbands for the 2024 Clay County Agricultural Fair. **(Must request quantity)** _____
- 4 VIP tent tickets of your concert of choice. Lineup released December 15th **(must request)** _____
No Additional tickets, unless otherwise negotiated.
- 24-hour pre-sale code for concerts, be the first to buy!
- (5) Sponsor parking passes. (Space subject to availability)
- (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 26th at Noon**. (Up to 10 guests)
- Invitation to our "Fairways & Ferris Wheels" Golf + Dinner event at Top of the Tee Fleming Island, March 28th
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2024.*
- A plaque to display in your business, must request: Do you want a plaque? **YES OR NO (circle)**
- Up to 200 tickets to the 2024 Clay County Agricultural Fair. **(Must request quantity) _____**
No Additional tickets, unless otherwise negotiated.
- 2 reserved seating concert tickets of your concert of choice. **(Must request) _____**
No Additional tickets, unless otherwise negotiated.
- 5 Sponsor parking passes. (Space subject to availability)
- 15 tickets to the Rooter!
- 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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BECOME A PLATINUM SPONSOR

(\$5,000-\$9,500) \$1,500 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 be scheduled beforehand. (negotiable)
- Opportunity to create cross-promotions at sponsor location(s) Ability to request our mascot for ticket drops.
- Logo in event guide and daily program.
- Name and logo on fair's website homepage and social media outlets linked back to yours.
- Professionally pre-recorded PA advertising. *Due February 1st.* (minimum 6 per day)
- (1) banner provided by the fair- entrance road OR main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign one week prior to the fair and after fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 26th at Noon.** (Up to 8 guests)
- Invitation to our "Fairways & Ferris Wheels" Golf + Dinner event at Top of the Tee Fleming Island, March 28th
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2024.*
- A plaque to display in your business, must request: **Do you want a plaque? YES OR NO (circle)**
- 3 Sponsor parking passes. (Space subject to availability)
- 10 tickets to the Rooter!
- 24-hour pre-sale code for concerts, be the first to buy!
- Up to 150 tickets to the 2024 Clay County Agricultural Fair. **(Must request quantity) _____**
No Additional tickets, unless otherwise negotiated.

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 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 26th at Noon**. (Up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2024.*
- Up to 75 tickets to the 2024 Clay County Agricultural Fair. **(Must request quantity) _____**
No Additional tickets, unless otherwise negotiated.
- 5 tickets and 2 rooter parking passes to the Rooter!
- 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 26th at Noon**. (Up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2024.*
- 5 tickets and 2 parking passes to the Rooter!
- 24-hour pre-sale code for concerts, be the first to buy!
- Up to 50 tickets to the 2024 Clay County Agricultural Fair. **(Must request quantity)** _____

No Additional tickets, unless otherwise negotiated.

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.

COMMUNITY BUSINESS PARTNER

\$500-\$1,000 cash commitment



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 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 26th at Noon**. (2 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2024.*
- 2 tickets and 2 parking passes to the Rooter!
- 24-hour pre-sale code for concerts, be the first to buy!
- Up to 20 tickets to the 2024 Clay County Agricultural Fair. **(Must request quantity) _____**

No Additional tickets, unless otherwise negotiated.

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.



INDIVIDUAL FRIEND OF THE FAIR

\$150 PER PERSON. THIS IS NOT FOR BUSINESSES.

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 26th at Noon**. (2 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2024.*
- Up to (5) Tickets to the 2024 Clay County Agricultural Fair, quantity is negotiable. **(Must request quantity) _____**
No Additional tickets, unless otherwise negotiated.
- 2 tickets and 2 parking passes to the Rooter!
- 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.



SHOWCASE SPONSOR

THIS CAN BE ADDED ON TO A LARGER SPONSORSHIP

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: _____

☐ **Photography Category Sponsor \$250:**

- Sponsor will choose a category for photographers to enter.
- Sponsor name will be on the sign with category in the Home Arts building.
- Sponsor will help judge their category and choose the winners.
- Category/Theme is needed prior to December 1st. Please write category in box below.
- Memorial Sponsorship is also accepted. Example: The Betty White Memorial Category
Theme: Animals

☐ **SOCIAL MEDIA CONTESTS:**

- Inquire with us if you're interested in this one.

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.

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.

Sign/Date