



THE 12TH ANNUAL
DELTA FAIR & MUSIC FESTIVAL
AUGUST 31-SEPTEMBER 9,
2018
AGRICENTER, MEMPHIS

2018 SPONSORSHIP OPPORTUNITIES

MISSION:

To bring our community together with safe, wholesome family entertainment while celebrating and promoting the rich art, music and history of the Delta.



WHY GET INVOLVED?

ENTERTAINMENT

We bring in big names in the entertainment and music industry, boosting attendance and relevance.

Our past Disney and Nickelodeon celebrities include:

- Karan Brar - Ravi on *Jessie*
- Peyton List - Emma on *Jessie*
- Jason Earles - Jackson on *Hannah Montana*
- Avan Jogia - Beck on *Victorious*
- Olivia Holt - Kim on *Kickin' It*
- Corbin Bleu - Chad on *High School Musical*

Past Main Stage Performers include:

- Aaron Carter
- Hanson
- Sister Hazel
- Diamond Rio
- Starship
- Eddie Money
- Vince Gill
- Bellamy Brothers
- Filter
- & many more!

GIVING BACK

The Delta Fair & Music Festival has always been a strong believer of giving back to the community. We are proud to donate over \$198,000 on average each year. Some of our donation recipients include:

- Best Buddies
- M.A.D.D.
- Special Olympics
- Lifeline to Success
- U.S. Coast Guard Auxiliary
- Operation Troop Aid
- 4-H & FFA
- & many more!

200,000+ annual attendance

Over **\$250,000** advertising dollars spent in 2017

250,000 promotional handbills distributed

Over **100** rides and attractions

25+ naming rights opportunities including: Main Stage, Delta Dirt Track, Midway, and more!

Advertising on **TV, Radio, Billboards, Bus Ads, Print Ads, Social Media, Email Blasts, Program Guides** & more!

DELTA FAIR VS LOCAL EVENTS

Mid-South Fair - 71,000 (10 days)
Beale Street Music Fest - 100,000 (3 days)
Memphis in May BBQ Fest - 100,000 (3 days)
Grizzlies Home Games - 16,757 avg. per game
Redbirds Home Games - 7,222 avg. per game
Delta Fair - 200,000+ (10 days)

The Delta Fair reaches more of your potential customers, more often, than any event in Memphis!

2017 DELTA FAIR & MUSIC FESTIVAL



51% Female
49% Male



7% <17
16% 18-24
26% 25-34
21% 35-44
23% 45-54
7% 55<



8% Full-Time
32% Student
15% Part-Time
5% Retired



7% <50k
22% 50-75k
31% 75-150k
20% 150k<

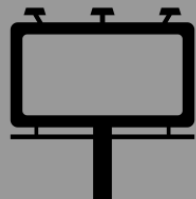
THE DELTA FAIR &
MUSIC FESTIVAL
OFFERS **ADDED
EXPOSURE** FOR
SPONSORS:



1000s of TV
spots



Radio
advertising &
on-air promos



Outdoor
static/digital
billboards & bus
ads



Print ads in
local
publications



Sponsored
Facebook posts
that reach 1000s
people



Street Teams
hand out
250,000
handbills at
targeted events



30,000 **Program
Guides**
distributed to
fair-goers



**Memorable
Experiences**

PRE-FAIR TRAFFIC PROGRAM

Drive new customer traffic to your business while giving your existing customers special promotional offers!

Through our **\$250,000** marketing and media buy, we would drive traffic to your business by making you a ticket outlet for the event.

The benefit to your customers and potential new customers is that they are given an opportunity to purchase event tickets in advance.

Nearly **40%** of all Delta Fair patrons purchase advance tickets yearly.

That is nearly **100,000 people!**

- Special offers for existing customers
- Garner new customers
- Community involvement
- Special promotional offers
- Increase frequency of existing customer



SPONSORSHIP LEVELS

	Presenting Sponsor \$50,000	Platinum Sponsor \$25,000	Gold Sponsor \$15,000	Silver Sponsor \$7,500	Attraction Sponsor ⁶ \$5,000
NAMING RIGHTS OF DELTA FAIR	X				
TV	Logo/Mention	Logo			
BILLBOARDS	Logo				
RADIO	Mention	Mention			
PRINT	Logo	Logo	Logo	Logo	Logo
HANDBILLS (250,000)	Logo	Logo			
PROGRAM GUIDES (30,000)	Full Page Ad	Full Page Ad	½ Page Ad	1/3 Page Ad	Logo
DELTAFAEST.COM	Logo	Logo	Logo	Logo	Logo
FACEBOOK MENTION ¹	X	X	X	X	X
SPONSORED FACEBOOK POST	X	X			
PRE FAIR TRAFFIC PROGRAM	X	X			
MAIN STAGE NAMING RIGHTS	X				
DAILY MAIN STAGE ANNOUNCEMENTS ²	X				
COUPONS DISTRIBUTED AT FAIR	X				
ONE DAY PRIVATE EVENT AT FAIR ³	X				
PRIVATE MEET & GREET WITH CELEBRITY ⁴	X	X			
ADMISSION TICKETS	100	60	30	20	10
ALL-DAY RIDE PASSES	60	40	20	10	5
PARKING PASSES	25	20	10	5	-
BANNERS ON-SITE ⁵	16	10	8	5	3
LOGO ON SCAFFOLDING BANNERS	X	X	X	X	X
BOOTH SPACE AT EVENT (10 DAYS)	10x30	10x20	10x10	10x10	10x10
ATTRACTION NAMING RIGHTS ⁶	X	X	X	-	-

¹Up to \$50 boosted post

²Done by a representative of your company

³Food, tent, parking and tickets included for up to 200 people

⁴Up to 10 people (Presenting) or 6 people (Platinum) with TBD Nickelodeon or Disney Star

⁵Provided by sponsor

⁶Excluding Sea Lion Show and Circus, based on availability of other attractions

ATTRACTION SPONSORSHIPS

These are just a few of our attraction sponsorship opportunities.

Contact Susan Hawkins
susan@deltafest.com for even more ways to sponsor the Delta Fair.



Sea Lion Show

\$10,000

As one of our most popular attractions, the Sea Lion Show never fails to disappoint.

The Sea Lions are displayed even when there are not shows going on, so your brand will always be associated with these cute and smart sea mammals.



Royal Hanneford Circus

\$10,000

This popular circus is a favorite amongst fair patrons. With jugglers, trapeze acts, clowns, and acrobats, this is an exciting show that gets rave reviews.

Your banner can be right across the big top tent along with other activation opportunities inside the big top.



General Attractions

\$5,000

Thrill Shows, Petting Zoos, and Redneck Yacht Races are just a few of the attractions we have available for naming rights.

Crowds of people join us everyday for these scheduled attractions and it's your chance to engage with them on a unique basis.

Your business will be remembered when you're in conjunction with these memorable experiences.

UNIQUE SPONSORSHIPS

These are just a few of our unique sponsorship opportunities.

Contact Susan Hawkins
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Delta Dash 5K/10K and Cotton Candy Fun Run \$5,000

Join the Delta Fair & Music Fest as they kick off their opening weekend with the 3rd Annual Delta Dash 5K/10K and 1 mile Cotton Candy Fun Run.

This all ages, cross-country styled "off-road" race, is designed to encourage athletes and nature lovers to enjoy the many terrains found on a working farm at Agricenter International in Memphis, TN. The course passes through forest, dirt, graveled and paved roads surrounding Agricenter's multi-functioning campus.



Whiskey, Wine & Moonshine \$5,000

This new fundraising event (held the first night of the fair) was met with rave reviews after our first year in 2017.

Savor on some of the finest bourbons that the South has to offer.

Sip on delectable wines from right here in the Mid-South.

Swig on the best moonshine made in the USA...all while benefiting **Delta Agribusiness**, because without farmers, there would be no food (or moonshine).



Senior American Day \$5,000

Are seniors your target market? Then this is your chance to get right in front of them and be the Presenting Sponsor of our annual Senior American Day!

This day is filled with fun for seniors, such as a spelling bee, talent show, tea dance, and plenty of vendors.

Don't miss your chance to be a part of one of our most popular days!