



Partnership Opportunities

2101 N CR 452

P.O. Box 221

Eustis, FL 32727



Thank you!

...For your interest in supporting the Lake County Fair as a partner. The Lake County Fair is a great way to reach roughly 76,000 potential customers in a 10-day span. Becoming a partner is also a great way to support agriculture in Lake County.

The Lake County Fair will celebrate its 100th anniversary in 2021. Become a part of the FUN!

Founded in 1921, the Lake Agricultural & Youth Fair is a 501(c)3 Non-Profit Organization chartered under Florida State Statute 616, specifically for Fairs. Our 2016 attendance was 73,416, with 2006 being a greatest attendance of 82,132. We are a classic “County Fair” conducted to entertain and educate both Central Florida residents and area visitors in a “Family Friendly” atmosphere. Throughout the history of our event we have, and continue to strive to be true to our mission to be “An annual showcase of agriculture, horticulture, technology and education for all the community and by all the community.”

A place to educate,
entertain and
showcase the Best
of Lake County.

Lake County Fair

What's it all about?

The Lake County Fair is diligent in providing a safe, clean, atmosphere for all county residents to enjoy and to compete on a local level with their crafts, cooking, baking and livestock. Since 2002, the fair has paid out over \$350,000 in competitive exhibit “premiums” and awarded over 125,000 ribbons in categories such as 4-H, Youth Activities, Photography, Horticulture, Creative Arts, and Fine Arts. Since 1998, we have also paid out over \$4.5 million in livestock sales and “premiums” and awarded over 30,000 ribbons to area competitors (mostly youths) for their efforts in mastering animal husbandry.

In addition to the competitive exhibits, the Fair hosts one of the highest quality, family friendly carnival midways available in the United States with over 60 exciting rides, games, shows and attractions. The Fair also provides outstanding free professionally acclaimed family entertainment shows daily

The Lake County Fair also believes in the importance of giving back to the community. Every year we have a “Special Needs Day” where schools and institutions for the mentally and physically disabled come to the Fair, free of charge, while the grounds are closed to the General Public. These students get the opportunity to watch many of our free shows, ride a few carnival rides, and have some “fair food”. It’s a good way for them to get to come to the fair, when they might not otherwise do so. We have also hosted a food drive for discounts on admission, and donated the items to a local food bank. In the past, one of our entertainers, Robert Smith of Street Magic Live, performed for children patients at the Orlando based Florida Hospital for Children’s Walt Disney Pavilion on our behalf.





The following partnership levels are starting points. The Lake County Fair would be happy to *customize* any level to fit your needs. We are always trying to come up with new ways to cultivate agriculture and education at the Fair. Building partnerships like this makes those dreams become a reality.

Thank you for your time and consideration and the Lake County Fair looks forward to working with you to grow an advantageous relationship.

\$1-\$2,499

Opportunities at this level are numerous and include trophy and plaque sponsors, cash prizes for community events, children's activities and more. Individuals and businesses continue to help us promote education through scholarships, fulfill committee request lists, and present new opportunities for families to enjoy each year. Please contact us for more information and a specialty package designed with your budget and needs in mind.

\$2,500-\$4,999

Your business can be hi-lighted as the presenting sponsor for one of our Lake County Fair featured entertainment acts or a competition such as the Miss Lake County Fair Pageant, Live Karaoke Competitions, etc.

Sponsors at this level are entitled to a minimum of the following:

- ◆ *Mention in various event press releases*
- ◆ *Logo inclusion in miscellaneous print advertisements and publications*
 - ◆ *Year round logo placement on our website, www.lakecofair.com*
- ◆ *Continuous mentions when in conjunction with an entertainer or special event*
 - ◆ *Recognition on Fair associated social media pages*
 - ◆ *Tickets to the Lake County Fair (50)*
- ◆ *Invitation for (2) to the annual Fair Kick-Off Party and Appreciation BBQ during the Fair*

\$5,000-\$7,999

At this level our partners become an integral part of our annual operating budget and EVERY program the Lake County Fair is proud to produce. As part of the largest annual event in Lake County, the Lake County Fair, these participants are often responsible for various areas of the Fair such as our HAYLOFT, Petting Zoo, Our Rural Heritage Exhibit, Selfie Experience, etc. Businesses have also proudly teamed their support event wide, purchasing Youth Market Animals, sponsoring trophies and plaques in our Home and Creative Arts Exhibits, or assisting with the creation of new programs.

Sponsors at this level are entitled to everything included in the previous category and a minimum of the following:

- ◆ *Priority naming rights of a specialty area, entertainment act or stage*
- ◆ *Face Book Live Remotes at your business, prior the Fair (Limited number available).*
 - ◆ *Additional tickets to the Lake County Fair (80)*
- ◆ *Banner (4 x 8 Maximum) placement on the grounds fencing*
- ◆ *10 x 20 booth space inside the Main Gate Exhibition Hall*

\$8,000-\$10,000

These businesses are equally committed to the mission of the Lake County Fair and the Lake County Community. They have thoroughly supported families and education by sponsoring a complete day's activities, MEGA acts, entire facilities and more. They are truly the glue that holds our Annual Lake County Fair together and without the continued support of selfless, hard-working entities like these, our 10 days of fun each April would not be possible.

Sponsors at this level are entitled to everything included in the previous category and a minimum of the following:

- ◆ *Main Daily Title Sponsor*
- ◆ *Inclusion on ALL print advertising*
- ◆ *Billboard, television, radio and social media inclusion*
 - ◆ *Additional Lake County Fair tickets (100)*
- ◆ *Outdoor vendor/display/activation area during the annual Lake County Fair*





For more information or to request a partnership agreement, please contact:

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Lake County Fair Association

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