



# MANATEE COUNTY FAIR

## SPONSORSHIP OPPORTUNITIES







# 2025 MANATEE COUNTY FAIR SPONSORSHIP OPPORTUNITIES

**It's** a little hard to imagine, but the Manatee County Fair is entering its **109th year** when it returns to Palmetto's fairgrounds on Jan. 16-26, 2025. As most locals know, the County Fair is one of our Manatee County's most time-honored and anticipated events of the year. It's a wholesome celebration of Manatee County's long agricultural heritage and our appreciation for the many generations whose livelihoods depend on our natural resources. The Fair isn't just for locals though -- it attracts **people of all ages from around the region**.

It almost goes without saying, but the Fair never would have achieved this success without a steady stream of extremely dedicated volunteers -- our Fair Board members -- who work throughout the year to make our 11-day event **unforgettable**. Just as critical to our success, though, is the the financial support from sponsors.

As a sponsor of the Manatee County Fair, your company will have the opportunity to be seen by more than **100,000 people**, including families, local businesses and community leaders. Advertising options at the Fair start as low as \$300, **a great value** for small businesses to introduce your new business to thousands of potential customers.

Many existing businesses choose to sponsor at the Fair to generate visibility with a new audience of families, agriculture leaders, local farmers and educators and, of course, anyone who enjoys Fair food.

**Premium sponsors** have the added exposure of being recognized on the main stage by one of our popular entertainment acts. Premium sponsor logos or signage will be prominently featured in our marketing materials, social media promotions and event or building signage, meaning maximum visibility and online engagement.

Sponsorship packages are going fast, and if you're interested we encourage you to act soon before all spots are sold! We have a number of options designed to fit a variety of budgets and objectives, offering benefits such as:

- **Brand Visibility** to boost your brand's presence before a wide new audience.
- **Community Engagement** to help your business build meaningful relationships with local residents and businesses.
- **Exclusive Opportunities** for VIP access, booth space and special recognition during the fair.

We'd love to discuss how we can match a sponsorship package to align with your company's goals and values. I hope you'll consider joining us in making the Manatee County Fair a memorable event for our community and a fruitful investment for your business.

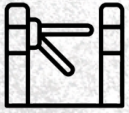
Thank you for considering this opportunity. We look forward to partnering with you!



**See you at the Fair!**

**Danny Alfonso**  
CEO, Fair Manager  
Manatee County Fair

# FAIR FIGURES



Visitors to the fair  
each year

**100,000+**



Facebook  
followers

**10,000**



Instagram  
followers

**1,800+**



Exhibitors of  
livestock & plants  
during the Fair

**550+**



Contests and  
special events  
at the Fair

**8**



Website page views  
during the fair

**12,948/day**



Avg. **daily visitors**  
during the 11-day Fair

**9,000**

## BRIEF HISTORY OF OUR COUNTY FAIR

The fair's story begins in October 1915, when the Board of Trade (which became the Chamber of Commerce) decided to have an annual showcase of its businesses and its residents' talents. It organized the Manatee County Fair Association, which held its first fair on Feb. 28, 1916. In those days, the fairgrounds were located on former pasture on Ninth Street in Bradenton. Today you'll find LECOM Field there.

After a few years' hiatus during the Great Depression, in 1937 Palmetto residents decided to resurrect it in their hometown and wanted to charter their group as the Manatee County Fair Association. A judge would not approve that name because it was already taken.

The Palmetto group instead became the Manatee River Fair Association, Inc., which remains the official organization for the fair to this day. The first Palmetto fair was held at the Palmetto Trailer Park.

The association proceeded with the fair in January 1942, just a few weeks after the Pearl Harbor attack. However, the fair was suspended for many years after that and did not resume until 1951. By then, the county acquired the current fairgrounds on Palmetto's 17th Street West. The County Fair has been here ever since!

## 2025 FAIR EXECUTIVE BOARD

**Patrick Bryant**, President

**Peter Vole**, Vice President

**Jon Neuhauser**, Treasurer

**Patty Keen Freed**, Secretary

**Hugh Taylor**, Asst. Treasurer

**Jim Parks**, Asst. Secretary

**Mitchell John**, At Large

**Tom Roland**, At Large

**Greg Witt**, At Large

**Gerry Wolfe**, At-Large

**Dianna Baker**, Past President



# 2025 COUNTY FAIR SPONSORSHIP PACKAGES

## **GOLD** sponsorship includes one of the following:

- The exclusive **Main Stage sponsor**. Your company banner will be placed near the stage throughout the Fair.
- Your selection of a daily grounds act or a daily strolling act (see Pages 5 & 6 for details).

## **SILVER** sponsorship includes one of the following:

- A **live entertainment performance** during which your company banner will be placed near the stage and the band will acknowledge your company when show begins (see Page 5 for band details).
- An **Arts and Crafts** sponsor with company logo/banner displayed inside and outside the Arts and Crafts Building.
- The **Youth Livestock Auction** sponsor's logo will be on our Jumbotron during the live feed of the Steer or Swine Auction in the Mosaic Arena.

## **BRONZE** sponsorship includes one of the following:

- **Signage** (18"x24") on all four sides of one planter box
- Contest Sponsors will be recognized as the event sponsor and your company banner will be on display during the contest.
- The **Hay Bale Decorating Contest** sponsor. Your company logo will be displayed on first, second and third place-winning entries.

INVESTMENT INCLUDES	<b>GOLD</b> \$5,000 & up	<b>SILVER</b> \$2,500 & up	<b>BRONZE</b> \$1,000 & up
Your company logo & link to your website listed Manatee County Fair website	✓	✓	✓
Your company logo & name listed on a banner at Fair entrances	✓	✓	✓
Listed in all Marketing as a Gold Level Sponsor with Manatee County Fair	✓		
Invitation to VIP Distinguished Citizen Luncheon Jan. 9, 2025	✓	✓	✓
50 tickets to attend Fair	✓		
5 Fair parking passes	✓		
25 tickets to attend Fair		✓	
2 Fair parking passes		✓	
10 tickets to attend Fair			✓
1 Fair parking pass			✓

## ENTRY SPONSORSHIP LEVELS

Year-round  
Livestock  
Sponsor  
**\$750**

County Fair  
Livestock  
Sponsor  
**\$500**

Veteran Hall  
Swing  
**\$300**

Picnic table  
Sponsor  
**\$300**





**BAYSIDE WORSHIP**

Jan 16



**ERIC UON**

Jan 17



**301 TRAVELERS**

Jan 18



**JOSIAH QUEEN**

Jan 19



**PIRATE DAN**

Jan 20



**HWY 41 SOUTH**

Jan 22



**BUCKY COUINGTON**

Jan 23



**LES MCDOWELL**

Jan 24



**BAYOU COUNTRY**

Jan 25



**FBC PALMETTO**

Jan 26

# MAIN STAGE



For details and tickets visit [WWW.MANATEECOUNTYFAIR.COM](http://WWW.MANATEECOUNTYFAIR.COM)



# DAILY ENTERTAINMENT



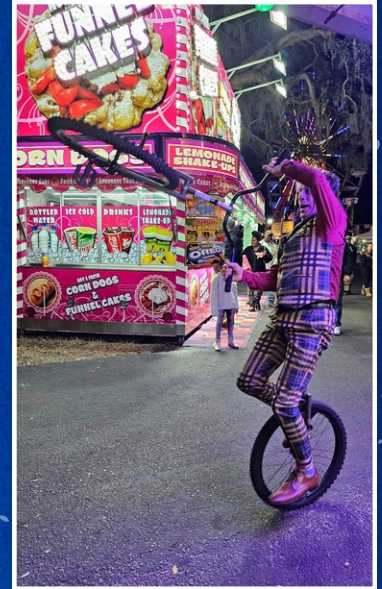
TJ Hill Magician



Universal  
Championship  
Wrestling



Petting Zoo



Fritz Bros.  
One-Man Circus



Purgatory IronWorks



Les McDowell



Jurassic Kingdom



Barnyard Cackle



Marc Dobson,  
the One-Man Band



Pirate Man Dan

JANUARY 16 - 26, 2025

[WWW.MANATEECOUNTYFAIR.COM](http://WWW.MANATEECOUNTYFAIR.COM)