

Rockingham County Fair August 15 - 20, 2022

The Rockingham County Fair Association is pleased to present the 2022 Event Sponsorship Opportunities Guide. This document outlines the available sponsorship opportunities.

The Rockingham County Fair Association, Inc. is a not-for-profit organization that coordinated its first fair in 1949. Since then, the Rockingham County Fair has grown and is now recognized as one of the leading agricultural fairs in Virginia. The International Association of Fairs and Expositions has awarded the Fair 1st place for approximately 20 years with the “Overall Program for Competitive Agricultural Exhibitors.”

Your sponsorship will offer the community an opportunity to join together and participate in the livestock shows, experience youth-focused exhibits, enjoy concerts, meet local vendors, support local civic club food booths, and more. Sponsorship of the Rockingham County Fair increases your visibility, markets your business, and promotes your commitment to the Harrisonburg-Rockingham agriculture community. Your company’s brand is included in event marketing materials and social media to help you receive valuable public recognition. We are happy to guide you through the opportunities that reach your target audience and align with your marketing budget. For further information on the Rockingham County Fair sponsorship opportunities, please contact Cari Orebaugh.

Thank you for your interest and support.

Cari Orebaugh
Sponsorship Committee Chair, cari.orebaugh@gmail.com, 540-578-2698

Rebecca Holloway
General Manager, Rebecca@rockcofair.com, 540-434-0005

Heidi Green
Office Administrator, Heidi@rockcofair.com, 540-434-0005

Visit our website for more information: rockinghamcountyfair.com.

Triple Diamond
\$20,000+

- First choice of exclusive grandstand event sponsorship
 - Company name hyperlinked and listed as sponsor with grandstand concert on Fair website.
 - Opportunity to display company banners at grandstand during concert. Banners must be approved by the Fair and provided and displayed by company.
 - Recognition from the stage before the opening act and main act as able.
 - Recognition during radio promotion of concert as able.
- 3' x 8' Banner displayed at Route 11 Fair entrance (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- 4' x 8' banner in Hoop Barn year-round (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- Three 16' x 20' outside vendor spaces during Fair week
- Company logo displayed as sponsor:
 - Printed Marketing Materials
 - TV & Digital Advertising
 - Fair Website
- Sponsorship recognition social media post prior to Fair and sponsored event tag during Fair week as able (37,600+ social media followers)

Triple Diamond Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
 - Grandstand Track & General Admission

Total Value \$6,000.00

Double Diamond
\$15,000 - \$19,999

- Second choice of grandstand event
 - Company name hyperlinked and listed as sponsor with grandstand concert on Fair website.
 - Opportunity to display company banners at grandstand during concert. Banners must be approved by Fair and provided and displayed by company.
 - Recognition from the stage before the opening act and main act (as able).
 - Recognition during radio promotion of concert as able.
- 3' x 8' Banner displayed at Route 11 Fair entrance (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- 4' x 8' banner in Hoop Barn year-round (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- Three 16' x 20' outside vendor spaces during Fair week
- Company logo displayed as sponsor:
 - Printed Marketing Materials
 - TV & Digital Advertising
 - Fair Website
- Sponsorship recognition social media post prior to Fair and tagged in sponsored event during Fair week as able. (37,600+ social media followers)

Double Diamond Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
 - Grandstand Track & General Admission

Total Value

\$4,500.00

Diamond
\$10,000 - \$14,999

- Sponsorship of grandstand event assigned by the Fair
 - Company name hyperlinked and listed as sponsor with grandstand concert on Fair website.
 - Opportunity to display company banners at grandstand during concert. Banners must be approved by Fair and provided and displayed by company.
 - Recognition from the stage before the opening act and main act (as able).
 - Recognition during radio promotion of concert as able.
- 3' x 8' Banner displayed at Route 11 Fair entrance (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- 4' x 8' banner in Hoop Barn year-round (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- Three 16' x 20' outside vendor spaces during Fair week
- Company logo displayed as sponsor:
 - Printed Marketing Materials
 - TV & Digital Advertising
 - Fair Website
- Sponsorship recognition social media post prior to Fair and tagged in sponsored event during Fair week as able. (37,600+ social media followers)

Diamond Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
 - Grandstand Track & General Admission

Total Value

\$3,000.00

Platinum
\$5,000 - \$9,999

- Sponsorship of grandstand event as assigned by the Fair
 - Company name hyperlinked and listed as sponsor with grandstand event on Fair website.
 - Sponsorship broadcast recognition at beginning of event
- 3' x 8' Banner displayed at Route 11 Fair entrance (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- 4' x 8' banner in Hoop Barn year-round (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- Two 16' x 20' outside vendor spaces during Fair week
- Company logo displayed as sponsor:
 - Printed Marketing Materials
 - TV & Digital Advertising
 - Fair Website
- Sponsorship recognition social media post prior to Fair and tagged in sponsored event during Fair week as able. (37,600+ social media followers)

Platinum Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
 - Grandstand Track & General Admission

Total Value

\$1,500.00

Gold
\$2,500 - \$4,999

- Sponsorship of one free show/event as assigned by the Fair
 - Recognition during the event.
- 3' x 8' Banner displayed at a Fair entrance (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- 3' x 8' banner in Hoop Barn year-round based on three-year Gold+ sponsorship commitment (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- One 16' x 20' outside vendor space during Fair week
- Company logo displayed as sponsor:
 - Printed Marketing Materials
 - Fair Website
- Company logo included in one social media post with fellow Gold Sponsors (37,600+ social media followers)

Gold Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
 - Grandstand Track & General Admission

Total Value

\$750.00

Silver
\$1,000 - \$2,499

- 3' x 8' Banner displayed on the Fairgrounds (Fair will pay for initial banner to be printed; additional changes will be paid for by the company)
- Company logo displayed as sponsor:
 - Printed Marketing Materials
 - Fair Website
- Company logo included in one social media post with fellow Silver Sponsors (37,600+ social media followers)

Silver Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
- | | |
|-------------|----------|
| Total Value | \$300.00 |
|-------------|----------|

Bronze
\$500 - \$999

- Company logo displayed as sponsor:
 - Fair Website
- Company logo included in one social media post with fellow Bronze Sponsors (37,600+ social media followers)

Bronze Complimentary Admissions Package Includes:

30% of your sponsorship can be used to purchase the following:

- Fair Ticket Choices:
 - General Admission
- | | |
|-------------|----------|
| Total Value | \$150.00 |
|-------------|----------|

2022 Rockingham County Fair Sponsorship Form
Must be completed by May 1, 2022

Name: _____

Business: _____

Address: _____

Contact Phone Number: _____

Email: _____

Sponsorship Level & Total Amount: \$ _____

Please check appropriate box:

Logo Submitted?: Permission to Use 2021 Logo

Please print / detach this page, complete the above information and email back to cari.orebaugh@gmail.com. Ticket form and outside vendor form (if applicable) will be coordinated separately.

Please submit high-res logo files to cari.orebaugh@gmail.com

Special Thanks to our 2021 Rockingham County Fair Sponsors

Triple Diamond

VPM Public Media Rockingham County

Double Diamond

Blue Ridge Beverage Harrisonburg Auto Mall

Diamond

Excel Truck Group

Platinum

Farmer Focus First Bank & Trust Co. Highway Motors Houff Corporation
Marks & Harrison Pepsi Sentara Truck & Equipment Corp.

Gold

Beverage Tractor Blossman Gas Carter Machinery Chick-fil-A
Dick Myers Chrysler-Dodge-Jeep Davenport & Company E & M Auto Paint
Farm Credit of the Virginias F&M Bank Frazier Quarry Frieden Farms
Holtzman Oil Corporation Hotel Madison Houff Transfer Huffman Trailer Sales
InterChange Group Lakeside Book Company Lil' Red Barn Power Equipment
Old Dominion Realty PXI Rockingham Cooperative Rockingham Insurance
See-Mor Truck Tops & Customs Shenandoah Valley Airport Sign Pro
Sysco Food Service of VA TB Pallets Top Bead Welding
Truck Enterprises United Bank

Silver

Big L Tire Blue Ribbon Nursery & Landscaping Country Inn & Suites
Dairymen Specialty Company, Inc. DuPont Community Credit Union
Interstate Batteries James River Equipment McDonalds
Pendleton Community Bank Rockydale Mundy Quarries
Shreckhise Shrubbery Sales & Landscaping The Village Inn
Truist Valley Equipment Company

Bronze

Augusta Health Lams Construction Pilgrims
Lantz Construction Nielsen Builders