



This year the Rockingham County Fair is celebrating what all our county fair has to offer and we invite you to be part of something special!

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. In addition, sponsorship of the Rockingham County Fair increases your visibility, markets your business, and promotes your commitment to the entire Harrisonburg-Rockingham community. Your company's brand is included in event marketing materials and social media to help you receive valuable public recognition.

The Rockingham County Fair Association is pleased to present the 2024 Rockingham County Fair Sponsorship Opportunities Guide. This document outlines the available sponsorship opportunities. 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 Rebecca or Heidi in the fair office.

Thank you for your interest and support.

Darla Miller
Rockingham County Fair President

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

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Heidi@rockcofair.com
540-434-0005

Visit our website for more information: www.rockinghamcountyfair.com.

Triple Diamond **\$20,000+**

- First choice of 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



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



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



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



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



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

- Logo on a Silver Sponsor 3' X 8' Banner at two gate entrances.
- 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
 - Grandstand Track & General Admission



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



Rockingham County Fair Scholarship Pageant \$100 - \$500

\$100 Sponsorship

- ¼ page Ad in Pageant Book
- Opportunity of Banner display day of pageant, and announced during pageant day
- General Admission tickets for week of the fair

\$250 Sponsorship

- ½ page Ad in Pageant Book
- Opportunity of Banner display day of pageant, and announced during pageant day
- General Admission tickets for week of the fair

\$500 Sponsorship

- Full page Ad in Pageant Book
- Opportunity of Banner display day of pageant, and announced during pageant day
- General Admission tickets for week of the fair, with choice of Grandstand Event Tickets.



2024 Rockingham County Fair Sponsorship Form
Must be completed by May 1, 2024

Name: _____

Business: _____

Address: _____

Contact Phone Number: _____

Email: _____

Sponsorship Level & Total Amount: \$ _____

Please check appropriate box:

Logo Submitted?: Permission to Use 2023 Logo

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

Please submit high-res logo files to heidi@rockcofair.com.

Thank you to our 2023 Rockingham County Fair Sponsors!



2023 ROCKINGHAM COUNTY FAIR

Double Diamond Level Sponsors



Diamond Level Sponsors



Platinum Level Sponsors



Gold Level Sponsors



Silver Level Sponsors



Bronze Level Sponsors



