

## 2026 Rockingham County Fair Sponsorship Packet

On behalf of the Rockingham County Fair, we are excited to invite you to partner with us as a sponsor for the 2026 Rockingham County Fair, taking place August 10–15, 2026.

Our 2026 theme, “Stars, Stripes & Summer Nights – Rooted in America’s Traditions,” honors the deep agricultural roots and patriotic pride that continue to shape our community. Each year, the Fair brings together thousands of families for livestock exhibitions, competitions, live entertainment, local vendors, educational exhibits, and family-friendly attractions.

Founded in 1949, the Rockingham County Fair Association, Inc. is a not-for-profit organization that has grown into one of the premier agricultural fairs in Virginia. We are especially proud to have received first place in the “Overall Program for Competitive Agricultural Exhibitors” category from the International Association of Fairs and Expositions for approximately 20 years.

Sponsorship of the Rockingham County Fair presents an exceptional opportunity for meaningful community engagement. Fair attendees participate in livestock shows, youth-focused exhibits, live concerts, vendor showcases, and food booths operated by local civic clubs. Your sponsorship not only supports these longstanding traditions but also provides valuable brand visibility. Sponsors receive recognition in event marketing materials and across social media platforms, demonstrating your company’s commitment to the Harrisonburg-Rockingham community.

Enclosed is the 2026 Rockingham County Fair Sponsorship Opportunities Guide, which outlines the various partnership levels available. We would be pleased to work with you to identify an opportunity that aligns with your marketing goals and budget.

Please feel free to contact Melissa or Rebecca at the Fair office with any questions or to discuss sponsorship opportunities further. We look forward to the possibility of partnering with you for the 2026 Fair.

Thank you for your interest and support.  
Sonny Meyerhoeffer  
Rockingham County Fair President

Rebecca Holloway  
Executive Director  
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540-434-0005

Melissa Stum  
Office Administrator & Event Coordinator  
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540-434-0005



Visit our website for more information: [www.rockinghamcountyfair.com](http://www.rockinghamcountyfair.com)



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

- **First 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; the company will pay for additional changes)
- 4' x 8' banner in Hoop Barn year-round (Fair will pay for initial banner to be printed; the company will pay for additional changes)
- Three 16' x 20' outside vendor spaces during Fair week
  - More Information will come with the outside vendor space application
- Company logo displayed as sponsor:
  - Printed Marketing Materials
  - TV & Digital Advertising
  - Fair Website
- Sponsorship recognition social media post before 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 the 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
  - More Information will come with the outside vendor space application
- 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 a fair week event as assigned by the Fair**
  - Company name hyperlinked and listed as sponsor with 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
  - More Information will come with the outside vendor space application
- Company logo displayed as sponsor:
  - Printed Marketing Materials
  - TV & Digital Advertising
  - Fair Website
- Sponsorship recognition social media post before 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 the initial banner to be printed; the company will pay for additional changes)
- 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; the company will pay for additional changes)
- One 16' x 20' outside vendor space during Fair week
  - More Information will come with the outside vendor space application
- 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.



**2025 Rockingham County Fair Sponsorship Form**  
***Must be completed by May 15, 2025***

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level & Total Amount:     \$ \_\_\_\_\_

Please check the appropriate box:

Logo Submitted?:    Permission to Use 2025 Logo

Please print/detach this page, complete the above information, and email it back to [rebecca@rockcofair.com](mailto:rebecca@rockcofair.com) or scan the QR code to fill out the form



The ticket form and outside vendor form (if applicable) will be coordinated separately.

Please submit high-res logo files to [rebecca@rockcofair.com](mailto:rebecca@rockcofair.com).

# Thank you to our 2025 Rockingham County Fair Sponsors!



DOUBLE DIAMOND LEVEL SPONSORS



## 2025 ROCKINGHAM COUNTY FAIR

DIAMOND LEVEL SPONSORS



PLATINUM LEVEL SPONSORS



GOLD LEVEL SPONSORS

SILVER LEVEL SPONSORS

BRONZE LEVEL SPONSORS