

Black Tie **AND BOOTS**

Friday, September 22, 2023
Meadow Event Park
6:00 PM

A fresh twist on a favorite event ~ join us on the Opening Night of the State Fair of Virginia for our Annual Black Tie & Boots.

Boot-scoot and boogie, participate in the auction, and catch a ride on the Ferris wheel while supporting the State Fair of Virginia Scholarship Program in this exclusive event in Meadow Hall!

The State Fair of Virginia Scholarship Program

The program promotes positive youth development by recognizing and rewarding leadership and scholarship attributes developed through meaningful competition. These competitions are held annually during the State Fair and also invite the general public to foster a deeper appreciation and understanding of the connection between Virginia agriculture and everyday life. Over \$80,000 is offered annually at the State Fair through competitions ranging from fine arts and horticulture to dairy cattle and showmanship. Scholarship competitions are conducted in partnership with long-time educational organizations such as 4-H, FFA, and SkillsUSA.



All proceeds support
State Fair of Virginia Scholarships.



EVENT SPONSOR LEVELS



SEPTEMBER 22, 2023

\$10,000 - Presenting Event Sponsor (one exclusive sponsor)

- Black Tie Event Sponsor Benefits (see below)
 - Sponsored table with 10 tickets
- State Fair of Virginia Scholarship Program Supporter Benefits
- Black Tie & Boots Title exclusivity
- Use of hospitality tent during fair *Coordinated with SFVA staff
- Designated parking spot for the 10-day 2023 State Fair
- Sponsor produced Ad and/or :30 Video at main stage*

\$5,000 - Black Tie Event Sponsor

- Sponsored table with 8 tickets
- Recognition as sponsor on all marketing materials for Black Tie & Boots
- Recognition as an official sponsor for the State Fair of Virginia
- Logo listed on SFVA website, electronic adds and in Daily Thrill Guide
- (Static) Ad on main stage video wall during main stage entertainment*
- Name included in press release*Recognition as a Black Tie & Boots Sponsor
- 1/6 page full color advertisement on event schedule - distributed at event (ad provided by sponsor)

\$2,500 - Blue Ribbon Sponsor

- Logo and link on event webpage, acknowledgment in day-of program
- 6 tickets to event with a reserved cocktail table
- Option to provide signage/popup for display during event
- Recognition as a Black Tie & Boots Sponsor

\$1,500 - Boots Sponsor

- Logo and link on event webpage, acknowledgement in day-of program
- 4 tickets to event, option to provide signage next to the bar stand
- Recognition as a Black Tie & Boots Sponsor

\$500 - General Sponsor

- Recognition as a Black Tie & Boots Sponsor

Tickets – only 350 tickets available! - tickets on sale mid-July

- **\$125 Early Bird Tickets** – purchased before August 20
- **\$150 Individual Tickets** – Regular Price: purchased from August 21 – September 14

**A portion of which is tax-deductible*

***Have a different idea? We'll work with you!*

Sponsorship Contacts:

Alexis Boyd, aboyd@statefairva.org; 804-994-2888

Sarah Jane Thomsen, sthomsen@statefairva.org; 804-994-2743