



*Thursday, September 22, 2022  
Meadow Event Park*

## **Sponsorship Opportunities**

*Join us at Black Tie & Boots as we kickoff the 2022 State Fair of Virginia! This year it's all about having a good ol' time at the state fair!*

*You won't want to miss this night and take a ride on the Ferris wheel as part of this exclusive preview. Boot-scoot with a live band, win some auction items in Meadow Hall and enjoy some delicious down-home treats in a spacious tent on the beautiful Meadow Hall lawn! Wear your cowboy boots, your tuxedo, your favorite cocktail dress or your starched jeans!*

*All proceeds directly benefit the State Fair of Virginia scholarship program! Event tickets may be purchased starting in mid-July by visiting [statefairva.org](http://statefairva.org).*

*All proceeds support  
State Fair of Virginia Scholarships.*





## 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, Future Farmers of America and SkillsUSA.*



- Recognizes and encourages future industry leaders
- Promotes and rewards scholarship
- Supports a unique forum for agriculture education and advocacy
- And of course- BT&B is fun and provides a great marketing opportunity!





## Presenting Event Sponsor

### *Tito's Handmade Vodka*

#### **Auction Paddle Underwriter (\$3,000\*) – Deggeller Attractions**

- Exclusive advertisement on back of live auction paddles – offered to every guest at event
- Sponsor status on event signage
- Reserved table for 10 and 10 tickets to event - invite staff or valued customers to join you at the event as a special thank you
- Company logo and link on Black Tie & Boots event web page

#### **Black Tie Glass Sponsor (\$3,000\*) – limited to one sponsor**

- Exclusive advertisement on plastic glasses used for welcome drink with SFVA logo
- Sponsor status on event signage
- Reserved table for 10 and 10 tickets to event - invite staff or value customers to join you at the event as a special thank you
- Company logo and link on Black Tie & Boots event web page

#### **Party Tram Sponsor (\$2,500\*) - limited to one sponsor**

- Branded sponsorship signage added to the Party Trams used to take guests from the parking lot to Meadow Hall
- Reserved table for 10 and 10 tickets to event - invite staff or valued customers to join you at the event as a special thank you
- 1/6 page full color advertisement on event schedule – distributed at event (ad provided by sponsor)
- Company logo and link on Black Tie & Boots event web page

#### **Blue Ribbon Sponsor (\$2,000\*) - limited**

- Reserved cocktail table and 10 tickets to event - invite staff or valued customers to join you at the event as a special thank you
- 1/6 page full color advertisement on event schedule – distributed at event (ad provided by sponsor)
- Website link on Black Tie & Boots event webpage

*\*A portion of which is tax deductible  
See more options on the next page!*





### **Live Music Sponsor (\$1,500\*) - limited to two sponsors**

- Logo and link on event webpage, acknowledgement in day-of program
- Opportunity to provide signage or pop-up banner for next to stage
- Banner with logo at stage
- 5 tickets to event

### **Ag Commodity Bar Sponsor (\$1,000\*) - limited**

- Logo and link on event webpage, acknowledgement in day-of program
- Opportunity to provide signage or pop-up banner next to commodity bar
- 4 tickets to event

### **Boots Sponsor (\$500\*)**

- Logo and link on event webpage, acknowledgement in day-of program
- Name/logo on a food card at the buffet table
- 2 tickets to event

### **Tickets – only 400 tickets available! - tickets on sale August 1**

- “Early Bird Special” Tickets: purchased before September 7 (\$90 each\*)
- Regular Tickets: purchased from September 8-20 (\$110 each\*)
- Party Packs (Starting Sept. 1): 6 tickets for the price of 5 (\$550\*)

**All sponsors at or above \$500 will have their name placed on a sponsor banner which will be on display during fair. Sponsors at or above \$1,000 can have a logo.**

*\*A portion of which is tax deductible*

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

### **Sponsorship Contacts:**

Alexis Boyd, [aboyd@statefairva.org](mailto:aboyd@statefairva.org); 804-994-2888

Sarah Jane Thomsen, [sthomsen@statefairva.org](mailto:sthomsen@statefairva.org); 804-994-2743

[blacktieandboots@statefairva.org](http://blacktieandboots@statefairva.org)





### **Live Music Sponsor (\$1,500\*) - limited to two sponsors**

- Logo and link on event webpage, acknowledgement in day-of program
- Opportunity to provide signage or pop-up banner for next to stage
- Banner with logo at stage
- 5 tickets to event

### **Ag Commodity Bar Sponsor (\$1,000\*) - limited**

- Logo and link on event webpage, acknowledgement in day-of program
- Opportunity to provide signage or pop-up banner next to commodity bar
- 4 tickets to event

### **Boots Sponsor (\$500\*)**

- Logo and link on event webpage, acknowledgement in day-of program
- Name/logo on a food card at the buffet table
- 2 tickets to event

### **Tickets – only 400 tickets available! - tickets on sale late-July**

All sponsors at or above \$500 will have their name placed on a sponsor banner which will be on display during fair. Sponsors at or above \$1,000 can have a logo.

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- Exclusive advertisement on back of live auction paddles – offered to every guest at event
- Sponsor status on event signage
- Reserved table for 10 and 10 tickets to event - invite staff or valued customers to join you at the event as a special thank-you
- Company logo and link on Black Tie & Boots event web page

#### **Blue Ribbon Sponsor (\$2,000\*) - limited**

- Reserved table for 10 and 10 tickets to event - invite staff or valued customers to join you at the event as a special thank-you
- 1/6 page full color advertisement on event schedule – distributed at event (ad provided by sponsor)
- Website link on Black Tie & Boots event webpage

#### **Live Music Sponsor (\$1,500\*) - limited**

- Logo and link on event webpage, acknowledgement in day-of program
- 4 tickets to event, option to provide signage/popup next to stage

#### **Ag Commodity Bar Sponsor (\$1,000\*) - limited**

- Logo and link on event webpage, acknowledgement in day-of program
- 4 tickets to event, option to provide signage next to bar stand

#### **Tickets – only 400 tickets available! - tickets on sale mid July**

- Individual Tickets – “Early Bird Special”: purchased before August 20 (\$85 each\*)
- Individual Tickets – Regular Price: purchased from August 21 – September 14 (\$100 each\*)

\*A portion of which is tax deductible

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