



*Friday, September 10, 2021*  
*Meadow Event Park*

## **Sponsorship Opportunities**

*Join us at Black Tie & Boots as we celebrate our return to live events, a new date and a new experience! You will enjoy a true black-tie event: a jazz trio and upscale treats inside Meadow Hall, and the chance to boot-scoot with a country band and hearty down-home treats in a spacious tent on the beautiful Meadow Hall lawn! We are serving up the ultimate Black Tie & Boots experience this year! 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 to corporate website 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)
- Web site link on Black Tie & Boots event web page

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

- Individual Tickets – “Early Bird Special”: purchased before September 1 (\$85 each\*)
- Individual Tickets – Regular Price: purchased from September 1 – September 10 (\$100 each\*)

*\*A portion of which is tax deductible*

#### **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