



2021 Sponsorship Opportunities

Big E Sponsorships at a Glance

SPONSOR BENEFITS	NAMING RIGHTS TO A VENUE OR ATTRACTION	INCLUSION ON SOCIAL MEDIA	LOGO IN COLLATERAL PIECES	MENTION IN COLLATERAL PIECES	COMMERCIAL EXHIBIT SPACE FOR ACTIVATION	MENTION ON MAIN SPONSOR BOARD	ADMISSION TICKET PACKAGE	LOCALIZED BRAND AWARENESS
PRESENTING Begins at \$150,000							UP TO 300 TICKETS	
PLATINUM Begins at \$100,000							UP TO 250 TICKETS	
HERITAGE Begins at \$50,000							UP TO 150 TICKETS	
GOLD Begins at \$25,000							UP TO 50 TICKETS	
SILVER Begins at \$10,000							UP TO 25 TICKETS	
BRONZE Begins at \$5,000							UP TO 10 TICKETS	



Presenting Sponsor – Begins at \$150,000

Year-Round Opportunity

- ESE year-round sponsorship for venue or attraction

On-Site Activation

- Premium vending space and custom on-site activation
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention in Big E advance brochures
- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Sponsorship signage at all public gates
- Inclusion on Big E TV
- Public address announcements during the Fair
- Ability to have an element in the Daily Parade
- Right to activate and sample products throughout duration of The Big E
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Visible presence in Big E advertising and promotional materials
- Listed as official sponsor on The Big E website
- Logo with live link on The Big E website

Admission and Credential Package

- 300 general admission tickets for The Big E
- Credentials for employees working the event
- Big E parking for employees working the event

Social Media

- Ability to cross promote on social media
- Six social media posts per year

Big E Presenting Sponsor Opportunities

- Naming Rights of Court of Honor Stage
- Naming Rights of Big E Arena
- Naming Rights of Coliseum
- Naming Rights of Better Living Center
- Naming Rights of Mallery Agricultural Complex
- Naming Rights of Young Building



Platinum Sponsor – Begins at \$100,000

On-site Activation

- Vending space and custom on-site activation
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention in Big E advance brochures
- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Inclusion on Big E TV
- Public announcements during the Fair
- Ability to have an element in the Daily Parade
- Right to activate and sample products throughout duration of The Big E
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Visible presence in Big E advertising and promotional materials
- Listed as official sponsor on The Big E website
- Logo with live link on The Big E website

Admission and Credential Package

- 250 general admission tickets for The Big E
- Credentials for employees working the event
- Big E parking for employees working the event

Social Media

- Ability to cross promote on social media

Big E Platinum Sponsor Opportunities

- The Daily Parade and Mardi Gras Parade
- Court of Honor Stage
- The Big E Arena
- The E Stage
- The Midway
- The Giant Wheel
- The Giant Slide
- The Circus Spectacular
- Official Product of The Big E
- Big E ticket back Platinum level sponsor



Heritage Sponsor – Begins at \$50,000

On-Site Activation

- Limited on-site vending space available
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Ability to have an element in the Daily Parade
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Visible presence in Big E advertising and promotional materials
- Listed as official sponsor on The Big E website
- Logo with live link on The Big E website

Admission and Credential Package

- 150 general admission tickets to The Big E
- Limited credentials for employees working the event
- Limited parking credentials for employees working the event

Big E Heritage Sponsor Opportunities

- Storowton Village
- The New England Center
- The Avenue of States
- The Big E Museum
- The Stroh Building
- Storowton Gazebo
- The Nursing Mothers Center
- Tractor Equipment
- The Moo-U Tours
- Big E ticket back Heritage level sponsor



Gold Sponsor – Begins at \$25,000

On-Site Activation

- Limited on-site vending space available
- Designated project manager to service the relationship

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Right to conduct contests and sweepstakes with approval
- Right to conduct promotions or pre-approved marketing campaigns
- Right to use The Big E name and logo with approval
- Listed as official sponsor on The Big E website

Admission and Credential Package

- 50 general admission tickets to The Big E
- Limited credentials for employees working the event
- Limited parking credentials for employees working the event

Big E Gold Sponsor Opportunities

- The Flag Plaza
- The Transportation Center
- First Aid and Lost People
- The Jumbotron
- The Farm to Family Table
- The Food Court
- Gate 9A
- Motorcycle Parking Lot
- \$6 after 5pm Ticket Program
- Advance Ticket Sales
- Senior Day Tickets
- People Movers in Lot 9
- Big E ticket back Gold level sponsor



Silver Sponsor – Begins at \$10,000

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Right to use The Big E name and logo with approval
- Supplemental building sponsorships with local brand affiliation
- Listed as official sponsor on The Big E website

Admission Package

- 25 general admission tickets to The Big E

Big E Silver Sponsor Opportunities

- Collector Car Live
- Camel Kingdom Spectacular
- Swifty Swine Racing Pigs
- ARCY LIVE!
- Soltar: Comedy Fortuneteller
- All American Thriller Monster Truck Rides
- Avenue Car Show Series
- Light Poles
- ESE Horse Show
- The Butter Sculpture
- Cheese Competition
- Wine Competition
- Military Appreciation Day
- Special Olympics Day
- New Hampshire Day
- Connecticut Day
- Vermont Day
- Maine Day
- Massachusetts Day
- Rhode Island Day
- Chicopee Day
- Westfield Day
- Agawam Day
- Farmer's Market Day



Bronze Sponsor – Begins at \$5,000

Promotional Recognition

- Logo mention on Main Sponsor Board and Sponsor Boards at all public gates
- Right to use The Big E name and logo with approval
- Listed as official sponsor on The Big E website

Admission Package

- 10 general admission tickets to The Big E

Big E Bronze Sponsor Opportunities

- Storrowton Herb Garden
- Cream Puff Boxes
- Horse Barn
- Restroom Mirrors
- Hand Dryers
- Soap Dispensers
- Flower Beds
- Coffee Bar/Horse Show Hospitality
- The Youth Writing Competition
- Giant Pumpkin Competition
- Wine Café
- Salsa, Sauces and Condiments Competition
- Flavored Vinegar Competition
- Quick Bread and Muffins Competition
- Recycled or Repurposed Competition



THE BIG E

SEPT. 17 - OCT. 3, 2021

