

Washington County Fair

SPONSORSHIP OPPORTUNITIES

AUGUST 14th - 18th 2024



JOIN the WASHINGTON COUNTY FAIR FUN!

A New England Tradition since 1967!

Dear Fair Sponsor,

We are thrilled to have your support of this year's 58th Washington County Fair (WCF). Your support of the Fair extends far beyond the fairgrounds as the FAIR is the vehicle for nonprofit organizations in the community to

raise funds for their community service endeavors. Part of what makes the WCF so unique is that each and every food vendor at the fair is not for profit, raising an estimated 300,000 dollars to put back into the community. For many, the WCF is their only fundraising opportunity.

Since the WCF's start in 1967 the fair has grown to attract over 100,000 people each year, with the number growing annually. Families and individuals travel from all over New England to enjoy a large range of activities – from concerts featuring some of today's top country stars to an array of competition, the fair is jam packed with fun and entertainment for all ages.

"The mission of the WCF is to promote a rural way of life, give families an affordable venue for family entertainment, and be the vehicle for nonprofit organizations in the community to raise funds for their community service endeavors." Dr. Clyde S. Fish

PREMIER

P

\$5,000

MILITARY DAY

V

\$4,000

ENTERTAINMENT

E

\$3,500

FRIEND of the FAIR

F

\$2,500

SPONSORSHIP OPPORTUNITIES

2024

P PREMIER SPONSOR \$5,000 CATEGORY EXCLUSIVITY SPONSORSHIP IS LIMITED TO TWO (2) SPONSORS

- ▶ Company name featured as Premier Sponsor on the Washington County Fair website and on-site program
- ▶ Company name featured as Premier Sponsor in broadcast (TV and radio) commercials
- ▶ Company name featured as the Premier Sponsor in seven (7) social media and website posts
- ▶ On-site visibility: Company booth display area (10x20) on the fairgrounds for all five days.
- ▶ Company name or logo displayed on sponsor banner prominently displayed on the fairgrounds and Main Stage
- ▶ VIP parking for two (2) vehicles and 50 complimentary tickets to the fair
- ▶ Website hot link and logo on the WCF sponsor page and home page
- ▶ PA announcements (:10) Daily pre-recorded announcements read 10x per day. Announcement to be provided by sponsor

V MILITARY DAY SPONSOR \$4,000 EXCLUSIVITY. LIMITED TO ONE (1) SPONSOR

- ▶ Company promoted as the provider of FREE Admission for ALL Veterans and Active Military on Thursday
- ▶ Company name featured as Veterans Sponsor on Washington County Fair website and program materials
- ▶ Company name featured as Veterans Sponsor in Wednesday and Thursday radio announcements (25)
- ▶ Company name featured as the Veterans Sponsor on social media and website (5 social posts)
- ▶ On-site visibility: Company booth display area (10x10) on the fairgrounds for all five days.
- ▶ Company name or logo prominently displayed on sponsor banner displayed on the fairgrounds
- ▶ VIP parking for two (2) vehicles and 40 complimentary tickets to the fair
- ▶ Website hot link and logo on the WCF sponsor page and home page
- ▶ PA announcements (:10): Daily announcements read 10x Thursday. Announcement to be provided by sponsor

E ENTERTAINMENT SPONSOR \$3,500 SPONSORSHIP IS LIMITED TO TWO (2) SPONSORS

- ▶ Company name featured as Entertainment Sponsor on Washington County Fair website and on-site program
- ▶ Logo and company name featured as the Entertainment Sponsor with connecting link to be included in three (3) social media posts, and website
- ▶ On-site visibility: Company booth display area (10x10) on the fairgrounds for all five days.
- ▶ *Company name featured as Entertainment Sponsor on side of main stage*
- ▶ *30 complimentary tickets to the fair*
- ▶ *Website hot link and logo on the WCF sponsor page and entertainment page*

*****All sponsor artwork, logo's, and advertising content must be approved by entertainment artists**

F FRIEND OF THE FAIR SPONSOR \$2,500 SPONSORSHIP IS LIMITED TO FIVE (5) SPONSORS

- ▶ Company name featured as Friend of the Fair Sponsor on Washington County Fair website with connecting link. Logo/ company name to be included in three (3) social media posts.
- ▶ Company name or logo included on sponsor banner displayed on the fair grounds
- ▶ On-site visibility: Company booth display area (10x10) on the fairgrounds for all five days.
- ▶ 20 complimentary tickets to the fair
- ▶ Website hot link and logo on the WCF sponsor page and home page