

9 Days of Fun Starts the 1st Friday in August...

2022 Sponsorship Opportunities



JOIN THE FUN!!!

August 5 –13, 2021



In the beginning...

In the beginning, a small group of individuals met to discuss the agri-tourism trend sweeping the country and how the Williamson County Ag Expo Park and the UT Extension Service could partner to capture that enthusiasm in our county. Thus the idea to bring back a traditional county fair was born and we held the new Williamson County Fair in 2005.

The Williamson County Fair is not a county entity and is not a part of the State of Tennessee government and thus receives no tax dollars or other subsidies. We are a 501(c)3 Non-Profit organization dedicated to our mission of providing a family friendly fair, promoting agriculture, bringing communities together and celebrating the traditions of Williamson County.

We would like to thank all of our Corporate Partners who have been with us since the Fair began in 2005, as well as those who have joined us along the way. We appreciate their continued commitment and support to the largest community event in Williamson County! Through these partnerships, the Williamson County Fair has grown annually, and has been recognized among the best by its peers at the state and international levels. We pride ourselves on providing a safe, clean, family friendly fair for all to enjoy.

Each sponsor's marketing needs are developed to meet your goals and objectives, offering a wide variety of opportunities to maximize your sponsorship dollars. Contact our Sponsor/Vendor Coordinator to Join the FUN!

Cheryl Burnside (615) 584-7411 Sponsors_vendors@williamsoncountyfair.org

ABOUT US

PARTNERSHIP LEVELS

DIAMOND \$25,000+

- 200 General Admission Tickets
- 6 Priority Parking Passes
- 10 Sponsor Appreciation Ride Night Postcards (Held Sunday, 8/7/22)
- Banner Prominently Displayed
- Logo & Web Link on Website Home Page
- Logo & Web Link on Sponsorship Web Page
- Partner recognition in E–Newsletter
- Sponsor Spotlight" in one E–Newsletter
- Logo inclusion on Fair Marketing Materials
- Logo on Poster
- Exhibit Space to Promote Business (6/30/22 deadline)
- Inclusion on Electronic Information Signs
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 2/1 of the Following Sponsored Year for Category Exclusivity



- 100 General Admission Tickets
- 2 Priority Parking Passes
- 6 Sponsor Appreciation Ride Night Postcards (Held Sunday, 8/7/22)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/22 deadline)
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
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 - BRONZE \$2,500+
- 25 General Admission Tickets
- 1 Priority Parking Passes
- 2 Sponsor Appreciation Ride Night Postcards (Held Sunday, 8/7/22)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/22 deadline)
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
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- 150 General Admission Tickets
- 4 Priority Parking Passes
- 8 Sponsor Appreciation Ride Night Postcards (Held Sunday, 8/7/22)
- Banner Prominently Displayed
- Logo & Web Link on Website Home Page
- Logo & Web Link on Sponsorship Web Page
- Partner recognition in E–Newsletter
- Sponsor Spotlight" in one E-Newsletter
- Logo inclusion on Fair Marketing Materials
- Logo on Poster
- Exhibit Space to Promote Business (6/30/22 deadline)
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- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
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- 50 General Admission Tickets
- 2 Priority Parking Passes
- 4 Sponsor Appreciation Ride Night Postcards (Held Sunday, 8/7/22)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/22 deadline)
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 2/1 of the Following Sponsored Year for Category Exclusivity



- 4 General Admission Tickets
- Name included on Sponsorship Web Page
- Partner recognition in E–Newsletter



- 2 General Admission Tickets
- Name included on Sponsorship Web Page
- Partner recognition in E–Newsletter



SPONSORABLE ITEMS



\$15,000+

- E-Sports Virtual Reality Games
- Piccolo Zoppe' Circus
- Sea Lion Splash

\$5,000+

- Agriculture Exhibit
- Bleacher Seat Wraps
- Hometown Heroes
- Patriot Day
- Picnic Pavilion
- Portable Toilets
- Sing Your Heart Out Vocal Competition

\$10,000+

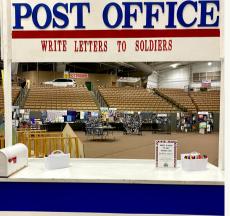
- Giant Ag Puzzles
- Jurassic Kingdom
- Kids Celebration
- Little 1's Farming/Barnyard
- Wi-fi Log-in

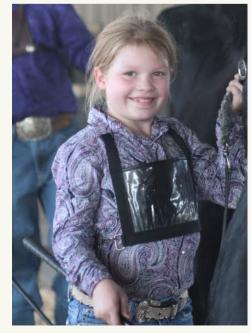
\$3,500+

- Birthing Pig Exhibit
- Online Ticket Coupon (General Admission, Family Fun Pack, or Unlimited Rides)
- Ticket Booths (set of 2)
- Volunteer Appreciation Dinner
- Volunteer T-shirts

\$1,500+

- First Responders Complimentary Meal
- Jr. Fair Board T-shirts
- Kids Fun Zone





\$7,500+

- Fireworks
- Livestock Show Ring
- Vendor Row

\$2,500+

- Creative & Culinary Arts Room
- Cultural Arts Exhibit
- Elevator Door Wraps (1 door front and back)
- Hand Fans (choice of day)
- Letters to Soldiers
- Pageants
- Phone Charging Stations
- Restroom Mirror Signage
- Robocar
- Selfie Contest
- Stair Graphics
- Youth Exhibit





2022 Williamson County Fair August 5 – 13

Sponsorship Agreement

Company Name – "Sponsor	r":	
Contact Name:		Title:
Mailing Address:		
City:		
Phone:E-Mail:		
	led for hyperlink	a on WCF website where applicable)
Partnership Level		Total Amount of Sponsorship:
Diamond Platinum Gold Silver Bronze Community Partner	\$25,000+ \$10,000+ \$7,500+ \$5,000+ \$2,500+ \$750+	Sponsorable Item Chosen: Mail to: The Williamson County Fair Association,Inc. P.O. Box 329 Franklin, TN 37065 Attn: Cheryl Burnside

Checks made payable to: Williamson County Fair Association, Inc.

By submitting this Sponsorship Agreement and Sponsorship Fee to The Williamson County Fair Association, Inc. (the "Association" in exchange for the right to be a non-exclusive sponsor of the 2022 Williamson County Fair, for the Partnership Level marked above, Sponsor agrees to be bound by the Terms and Condition located at https://www.williamsoncountyfair.org/p/join-the-fun/our-sponsors/opportunities, which are incorporated herein and made a part of this Agreement and authorizes the person signing this Agreement on behalf of Sponsor to the Terms and Conditions.

<u>SPONSOR</u>	
SPONSORS NAME:	

Friend of the Fair

\$100+

ASSOCIATION THE WILLIAMSON COUNTY FAIR ASSOCIATION, INC.

By: ____

Rogers Anderson, Chairman

Ву:_____

Title: