



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

GOLD

\$7,500+

- 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
- Right of First Refusal by 2/1 of the Following Sponsored Year for Category Exclusivity

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
- Right of First Refusal by 2/1 of the Following Sponsored Year for Category Exclusivity

PLATINUM

\$10,000+

- 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)
- 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

SILVER

\$5,000+

- 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

COMMUNITY PARTNER

\$750+

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

FRIEND OF THE FAIR

\$100+

- 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

\$10,000+

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

\$7,500+

- Fireworks
- Livestock Show Ring
- Vendor Row

\$5,000+

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

\$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

\$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

\$1,500+

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





2022 Williamson County Fair August 5 – 13

Sponsorship Agreement

Company Name – "Sponsor": _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Website Address: _____

(needed for hyperlink on WCF website where applicable)

Partnership Level

Total Amount of Sponsorship: _____

Sponsorable Item Chosen: _____

| | |
|-------------------------|-----------|
| _____Diamond | \$25,000+ |
| _____Platinum | \$10,000+ |
| _____Gold | \$7,500+ |
| _____Silver | \$5,000+ |
| _____Bronze | \$2,500+ |
| _____Community Partner | \$750+ |
| _____Friend of the Fair | \$100+ |

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.

SPONSOR

SPONSORS NAME: _____

By: _____

Title: _____

ASSOCIATION

THE WILLIAMSON COUNTY FAIR ASSOCIATION, INC.

By: _____

Rogers Anderson, Chairman