



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

# 2024 Sponsorship Opportunities



**Celebrating 20  
Years of FUN!!!**

**August 2 -10, 2024**



## 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](mailto: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, 8/4/24)
- 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 (6/30/24 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 3/1 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, 8/4/24)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/24 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 3/1 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, 8/4/24)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/24 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 3/1 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, 8/4/24)
- 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 (6/30/24 deadline)
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## SILVER

**\$5,000+**

- 50 General Admission Tickets
- 2 Priority Parking Passes
- 4 Sponsor Appreciation Ride Night Postcards (Held Sunday, 8/4/24)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/24 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 3/1 of the Following Sponsored Year for Category Exclusivity

## COMMUNITY PARTNER

**\$1500+**

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

## FRIEND OF THE FAIR

**\$250+**

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



# SPONSORABLE ITEMS

## \$15,000+

- Polka Dot Entertainment - Larger than Life Balloon Exhibit
- Sea Lion Splash
- The Amazing Wonderland Circus
- Wild Wheels Thrill Arena

## \$10,000+

- Fireworks
- Historic Village
- Kids Celebration
- Little 1's Farming/Barnyard
- Wi-fi Log-in
- Wild Science



## \$7,500+

- Chainsaw Artist - Roark Phillips
- Courtesy Carts
- Juggler - Michael Goudeau
- Livestock Show Ring
- Magician, Jay Mattioli
- Mobile Dairy Classroom

## \$5,000+

- Agriculture Exhibit
- Antique Tractor Pull & Pedal Tractor Pull
- Bleacher Seat Wraps
- Hometown Heroes
- Patriot Day
- Picnic Pavilion
- "Sing Your Heart Out" Vocal Competition
- Ticket Booths (set of 2)

## \$3,500+

- Birthing Pig Exhibit
- Elevator Door Wraps (1 door front and back)
- Farmer Appreciation Night
- Online Ticket Coupon
- Utility Carts
- Volunteer Appreciation Dinner
- Volunteer Appreciation Tickets
- Volunteer Hospitality Lounge
- Volunteer T-shirts



## \$2,500+

- Creative & Culinary Arts Exhibit
- Cultural Arts Exhibit
- Floor Clings
- Glass Door Graphic Clings
- Hand Fans (choice of day)
- Hay Bale Decorating Contest
- Letters to Soldiers Post Office
- Pageants
- Phone Charging Stations
- Portable Toilets
- Relaxation Station
- Robocars
- Selfie Contest
- Social Media Countdown to the Fair
- Tents
- Tents on the Green
- Tractor Ride Experience
- #WilcoFair Bite Nite
- Youth Competitive Entry Exhibit

## \$1,500+

- Century Farms Dinner
- Cowboy Poetry
- First Responders Complimentary Meal
- The Wilco Walk
- Jr. Fair Board T-shirts
- Sunglasses Give-away







# 2024 Williamson County Fair

## August 2 – 10

### 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)

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#### 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	\$1,500+
_____Friend of the Fair	\$250+

#### **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.**

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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 2024 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: \_\_\_\_\_

**Diane Giddens, Chairman**



## 2024 WILLIAMSON COUNTY FAIR SPONSORABLE ITEM DESCRIPTIONS



### \$15,000+ Sponsorship



#### Polka Dot Entertainment - Balloon Exhibit, Balloon Design, Strolling Act and More

Poppin' Penelope's exhibit starts from nothing and grows into a larger than life balloon wonderland. People will return every day to see what sprouted overnight. Every time she plants her balloon seeds the creation is different, from a 15' flamingo to a life sized Ferris wheel. The only limitation is her imagination! Penelope creates unique photo opportunities, social media buzz, and is a huge visual draw for newspapers and TV. Joined by husband Peter, he is an expert on stilts, at making balloons, and strolling entertainment.



#### Sea Lion Splash

The Sea Lion Splash is an entertaining and informative presentation that showcases the relationship between an "adopted family" of rescued sea lions and their handlers. Each of the sea lions being cared for by Sea Lion Splash LLC has been assigned to them by the National Marine Fisheries Service (informally known as NOAA Fisheries), a federal agency that is a division of the National Oceanic and Atmospheric Administration. Sea Lion Splash LLC is fully licensed by NOAA Fisheries, the U.S. Department of Agriculture, and the Florida Fish and Wildlife Conservation Commission. A huge hit at our fair the past two years, the Sea Lion Splash provides great entertainment for old and young alike!



#### The Amazing Wonderland Circus

Fair goers will be amazed by the ultimate displays of bravery on wheels! Daredevils perform awe-inspiring stunts on the motorcycle globe of death and the colossal sky wheel of death. These breathtaking feats will leave the audience in awe as acrobats defy gravity to present a spectacular aerial display.



#### Wild Wheels Thrill Arena

Step back in time and enjoy a piece of history with a thrill show that generations have enjoyed. Motorcycle stunt riders perform high-speed acrobatic tricks aboard an antique Indiana and vintage Harley Davidson motorcycles and defy gravity on the walls inside the Thrill Arena.

### \$10,000+ Sponsorship



#### Fireworks

The perfect ending to a perfect day! Help friends and families celebrate their fun filled day with a spectacular fireworks display on Friday and Saturday nights.



#### Historic Village

The Historic Village offers a historical display of items from the Bethesda Museum, as well as live demonstrations in wood carving, bobbin lace making, tatting and more. Many stories of the good old days are told, and people of all ages enjoy hearing about the vast history of Williamson County. We are proud and honored to showcase our county's history. Step back in time and enjoy a trip down memory lane.



### Kids Celebration

FUN for the whole family! Kids are electrified by the colorful stage, memorable music, and casual team-style competition, while parents are encouraged to laugh and play more with their children. Kids Celebration has raised the bar on creating a professional, entertaining environment for the whole family!

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### Little 1's Farming/Children's Barnyard

Our signature event...Little 1's Farming has become a family favorite for our Fair visitors. Become a farmer for a while – plant seeds, milk our cow “Buttercup”, harvest your crop, sell your goods and “spend” your proceeds on a delicious snack. A hands-on hit with children of all ages! Then head into the Children’s Barnyard to visit with the live animals.

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### Wi-fi Log-in

Each time any visitor to the fair tries to log on to the FREE Wi-Fi service, they will see your logo, company name and advertisement. With over 200,000 visitors this could amount to thousands of visitors each day offering fantastic exposure.

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### Wild Science

STEM/STEAM-based fun! This attraction was created so that families, kids, teenagers, and adults can experience the entertaining aspects of science and technology in a fun and casual environment. Learning occurs through hands-on interaction, along with with supporting signage. Featured daily entertainment on the Arena floor.

## **\$7,500+ Sponsorship**



### Chainsaw Artist - Roark Phillips

Roark Phillips creates sculptures right before your eyes! From grizzly bears & soaring eagles to custom signs & one-of-a-kind wooden benches. Roark uses chainsaws and logs in all sizes to create these amazing works of art! With one cut at a time he transforms multiple carvings throughout the week, which are available for purchase.

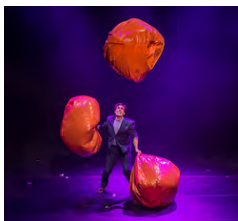
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### Courtesy Carts

Courtesy Carts run continuously throughout the parking areas providing drop off and pick up at the ticket booths during fair hours. Signage will be prominently displayed on each cart.

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### Juggler - Michael Goudeau

Michael’s show contains all the laughs of a great comedian combined with all the thrills of a great juggling act. With over 35 years as a professional juggler he is sure to make you laugh, gasp, and then laugh some more!

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### Livestock Show Ring

Located in Barn “B”, this centrally located barn is open to the fair going public to watch competitive livestock shows as they happen. Shows include, beef cattle, dairy cattle, dairy goats, market goats, commercial ewes, and market lambs, as well as the 4-H Expo live auction.



### Magician – Jay Mattioli

Jay brings his “electrifying magic” to the Williamson County Fair for the first time. His show features large-scale illusions, as well as super cool electronic gadgetry and hilarious audience participation. See him levitate, get squashed flatter than a pancake, and even cut in half! This high energy show will grab the attention of fair goers of all ages!

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### Mobile Dairy Classroom

This 32-foot classroom features a fully operational milking parlor. It carries a live cow, milking equipment, and has a highly trained instructor that teaches the modern milking process, the importance of dairy foods in a healthy diet, animal care practices and much more.

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## **\$5,000+ Sponsorship**



### Agriculture Exhibit

Located on the west end of the mezzanine in the indoor arena all Horticulture, Field Crops, Farm Eggs, Floriculture, Fairy Gardens and Honey & Bees entries are on display, along with all the winning entries. Also located in this area are The Chick Hatchery, the Pick TN Products Exhibit and the Master Gardeners Exhibit.

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### Antique Tractor Pull & Pedal Tractor Pull

New this year...an Antique Tractor Pull and Pedal Tractor Pull will be held on Saturday, August 10th. Tractors will be on display and will compete in a thrilling competition. See vintage models in action as they attempt to pull the heaviest load possible. This exciting event is a must-see for any tractor enthusiast or anyone interested in the history of farming equipment. Fair goers will have a unique opportunity to see these powerful machines in action and experience the nostalgia of a bygone era. In addition, antique tractors and implements will be on display the 9 days of the fair.

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### Bleacher Seat Wraps

Advertise your business on our indoor stadium seating. 9 days of visibility to everyone that enters the arena for 9 days of fun!

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### Hometown Heroes

The Williamson County Fair honors veterans each year that have been nominated for the title of Hometown Hero. Whether they are a past or current member of the military they are nominated based on their achievements and/or service to the community that has gone unnoticed, and are honored on Patriot Day in a ceremony held the last Saturday of the fair.

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### Patriot Day

All active and retired military individuals are admitted FREE with military ID on the last Saturday of the Fair. Show your patriotic pride by having your business name on this day.

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### Picnic Pavilion

Located indoors on the east end of the mezzanine, the Picnic Pavilion offers an area inside the air-conditioned arena for fairgoers to enjoy their “fair food”. The pavilion is also used for several special events and competitive events throughout the 9 days of the fair, and before.





### **"Sign Your Heart Out" Vocal Competition**

The "Sing Your Heart Out" vocal competition offers Elementary, Middle, and High School students an opportunity to compete for cash prizes, with the Overall Winner receiving an additional \$500 and other prizes. The contest will be held Tuesday, August 6th at 6:00 pm.



### **Ticket Booths - Set of 2**

Your company name will be one of the first things Fairgoers see as they enter at our ticket booths. A banner will be placed on the front of each booth. Sets of 2 include the main entrance booths (1 & 2), and the midway entrance booths (3 & 4). Offers nine (9) days of highly visible signage.

## **\$3,500+ Sponsorship**



### **Birthing Pig Exhibit**

This exhibit, located in Barn A, offers the opportunity for fair visitors to view a mature, female pig in her later stages of gestation period, including the live birth of her many piglets. We never know how many babies we'll have, so it is always a big surprise!



### **Elevator Door Wraps - 1 Door Front and Back**

The elevator is located on the mezzanine just as you enter the main entrance of the arena. Your company logo/advertisement will have high visibility due to its location, and it is the only elevator in the building. Offers exposure on both sets of doors at the mezzanine level and the arena floor level.



### **Farmer Appreciation Night**

Help us honor our farming community. This event will be held on Thursday, August 8th, in conjunction with our annual Century Farms dinner, and will feature farm bingo and other fun activities in our Picnic Pavilion.



### **On-line Ticket Ad**

In 2023, we sold approximately 34,000 tickets online. These pre-sale tickets are printed or shown on a phone for scanning at the ticket gate. All tickets may be printed for use of a coupon, which will drive business to your store or location. Tickets will have your company name, logo and coupon/ad located on the top right corner of the page.



### **Utility Carts**

Used by fair staff, volunteers, and public safety, these carts are utilized before, during, and after the fair. Signage will be prominently displayed on each cart.

### Volunteer Appreciation Dinner

This dinner is held the night before opening day as a thank you and a kick off to the fair each year. Of the numerous volunteers that it takes to make the fair happen, around 250-300 attend the dinner each year in the Picnic Pavilion located in the air conditioned arena.



### Volunteer Appreciation Tickets

Your company name and/or logo will be placed on the back of printed tickets that will be given to each volunteer that works a minimum of 4 hours so that they may return to the fair another day and enjoy free admittance.

### Volunteer Hospitality Lounge

This area is available to all volunteers throughout the fair and offers free snacks and bottled water.

### Volunteer T-shirts

Your company name and/or logo will be placed on the sleeve of the Volunteer t-shirts that are given to volunteers as a perk for volunteering.

## \$2,500+ Sponsorship



### Creative & Culinary Arts Exhibit

Located in the Creative & Culinary Arts Room, the entries and winners are on display throughout the fair to showcase the hard work and creativity of those that enter. This includes Handicrafts, Needlework, Quilts, Canned Goods, Breads, Cakes, Candy, Cookies, Pies and more.



### Cultural Arts Exhibit

The Cultural Arts Exhibit showcases incredible talent in Fine Arts, Sustainable Arts, and Photography. All winning pieces are on display throughout the fair. The annual Community Art Project is also included in this exhibit where fairgoers are able to add their artistic touch to the design.



### Floor Clings

A 4' x 4' floor cling will be placed in a very prominent area on the mezzanine floor advertising your company for all 9 days of the fair.



### Glass Door Graphic Clings - 3 sets

Have your logo and business information on both the inside and outside of the doors leading into the arena. There are three separate sections of doors and clings would be placed at the bottom of every other door offering high visibility.



### Hand Fans - Choice of Day

Hand fans will include your company name and logo, and may include a coupon or special to drive business to your store or location. These fans will be handed out as patrons enter the fair on both Saturday's and on Sunday.





### Hay Bale Decorating Contest

This contest is open to groups or teams and offers fun and creativity for all who participate. Bales are placed in various areas on the fairgrounds, decorated before the fair begins, and on display for the 9 days of the fair. Three winners are chosen and prize money is awarded.

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### Letters to Soldiers Post Office

4,159 letters have been collected and distributed to soldiers serving our country since our post office opened in 2017. We are grateful to all who have taken the time to write a letter to a soldier thanking them for their service.

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### Pageants

Pageants are a highlight of most traditional Fairs, and the Williamson County Fair Pageant system helps young women across the county set goals for themselves while giving them confidence to achieve their dreams. The winner of the Fairest of the Fair competition represents Williamson County in the State Fairest of the Fair competition, and we are proud to say that our own 2023 Fairest of the Fair, Laura Kennedy, was crowned 2nd runner-up in January, 2024.

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### Phone Charging Stations

Want to be the favorite spot of the fair? Join us as an in-kind sponsor by loaning us some charging stations to offer a beneficial service to our fairgoers as you advertise your company all nine days of the fair.

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### Portable Toilets

Located in three different areas outside on the fairgrounds with high visibility and usage. Banners and/or signage will be in place to advertise sponsor.

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### Relaxation Station

Loan us a room full of comfy furniture to create "your" relaxation lounge while advertising for your company all 9 days of the fair. On a hot summer day, resting in the air conditioned building can provide a wonderful respite from the heat.

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### Robocars

This strolling act is a huge fan favorite as children smile with delight as these action figures transform into fast action wheels right before your eyes. Fairgoers can't help but smile and pose with these cars as they stroll the fairgrounds several times each day.

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### Selfie Contest

Ten signs will be placed in various areas of the fair, inside and out, for increased visibility all 9 days. You can choose your prize, select the winning post, and gain many new relationships in the process.



### Social Media Countdown to the Fair

The countdown to the fair will begin at 45 days out with a social media post "this friendly reminder brought to you by XYZ Company, and would offer a one day "flash sale" for heavily discounted admission tickets sold online. These tickets give you the opportunity to offer a coupon or special printed on each one sold.

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### Tents

Join us as a tent sponsor and loan/donate a tent(s) to be used throughout the 9 days of our fair. The canopy can have your company name on it or we will provide signage for you. Tents must be anti-flammable grade with weights, and can be 10' x 10' or larger.

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### Tents on the Green

A new section this year, "Tents on the Green" will be located outside in the northwest corner of the midway near food row. It will offer 10' x 10' spaces to a variety of vendors.

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### Tractor Ride Experience

Hold on tight, because it's time for the Tractor Ride Experience! This thrilling adventure happens on the last Friday and Saturday of the fair, August 9 and 10. Our expert drivers steer the tractors while curious fair-goers join in for the ride. Here's a cool bonus: Two tractors are on loan to us, so we can showcase your business while educating folks. Talk about a win-win!

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### #WilcoFair Bite Nite

Participating food vendors offer one or more food items in small portions for \$3.00 each. This evening will be advertised before the fair on social media and other outlets, as well as the day of the event. #WilcoFair Bite Nite will be held on Wednesday, August 7th.

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### Youth Competitive Entry Exhibit

Located on the arena floor, all youth entries are on display, along with the winning entries. Highly visible to all fair goers, this year will include some hands-on activities that will draw more visitors to this area.

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## **\$1,500+ Sponsorship**



### Century Farms Dinner

As of August, 2023 there are 40 certified Century Farms in Williamson County. The Century Farms Program recognizes farms owned by the same family for at least 100 years. These farms are among the most historic sites in the county and state, and they are celebrated each year with a special dinner at the fair. The dinner will be held Thursday, August 8th.

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### Cowboy Poetry

Cowboy poetry is rhymed, metered verse written by someone who has lived a significant portion of his or her life in Western North American cattle culture. The verse reflects an intimate knowledge of that way of life, and the community from which it maintains itself in tradition. This year we will introduce Middle Tennessee to this form of entertainment on Friday, August 9th on our new Pickin' Porch. This will be widely advertised and promoted.





### First Responders Complimentary Meal

We love to celebrate our first responders that work at the fair to keep us safe and healthy. Sponsor a meal for them while they work the Saturday and Sunday shifts.

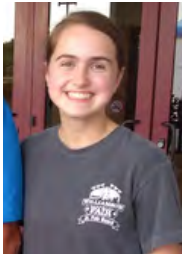
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### The Wilco Walk

A one mile path will be marked throughout the fairgrounds with directional signage and sponsor information. Each .25 mile sign will provide directions to the next quarter mile. Support health, wellness and improved activity.

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### Jr. Fair Board T-shirts

Your company name and/or logo will be placed on the sleeve of each JFB t-shirt that our members wear during the fair, as well as year-round at various events, schools, and around the community. Support this great group of kids and their love of the fair as they give back to the community by volunteering their time and talents.

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### Sunglasses Give-away

On a hot and sunny summer day, free sunglasses will be handed out at the tickets booths as patrons enter the fairgrounds. These sunglasses will include your company name and logo, and are a great way to promote your business. We encourage your employees to participate in handing these out, or we will be happy to take care of it for you!