

2010 Union County Fair Sponsorship Opportunities

Approved by UC Fair Board 11-23-09

**Updated 1-25: After decision to print fair book

Any deviations from approved copy must be presented to Board for consideration

RECOGNIZED LEVELS OF SUPPORT

Platinum.....	\$2,000 and Over
Gold.....	\$1,000 to 1,999
Silver.....	\$500 to \$999
Bronze.....	\$250 to \$499
Friends of the Fair...	\$150 to \$249
Blue Ribbon Donors....	Up to \$149

Complimentary Passes*

20 fair passes
10 fair passes
6 fair passes
4 fair passes
2 fair passes
0 fair passes

Sponsors' and donors' will:

- **1. Be listed in the 2010 fair book if sponsor signs commitment contract, response postcard or emails by March 15, 2010. Payment to be received by May 15, 2010. Sponsors listed on website, periodically updated.*
- 2. Be included in a full page ad that will list all sponsors on the back cover of the Union County Fair Results tabloid following the fair. This includes all 6 levels of support.*
- 3. Receive one complimentary booth space in Merchant Building #1 if you are a Platinum or Gold sponsor and request a booth contract.*
- 4. Receive a wall hanger to put up in your office/business. Platinum and Gold sponsors will receive plaques, if you prefer.*
- 5. Be listed on the fair's website with an external link to sponsor's website, if sponsor supplies website URL.*
- *6. Receive complimentary week-long fair passes. NOTE: Platinum sponsor to receive 20, if requested.*
- 7. Platinum and Gold Sponsors may choose to have their company banners hung on either grandstand or fences at entrances as part of their sponsorship package. Sponsor must supply banner(s). (Automotive dealerships' banners will not be displayed on back of Bob Chapman Ford grandstand.)*

Sponsorship Opportunities:

\$1,000

DAY SPONSOR

Name on Sponsor Sign Boards at both fair entrances
Sponsor announced over Public Address (PA) throughout the day
Free booth space available in Merchant Building #1, if requested/available
Wall plaque for sponsor's office, if preferred.
Sponsor & Fair Marketing Director to determine how donation is used

\$1,000

GRANDSTAND SHOW SPONSOR AT "BOB CHAPMAN FORD" GRANDSTAND

Name on Sponsor Sign on the back of the Grandstand & in front of Grandstand as appropriate
Sponsor announced over PA throughout event day
Free booth space available in Merchant Building #1, if requested/available
Wall plaque for sponsor's office

\$1,750

LIVESTOCK SHOWS RIBBONS SPONSOR

Name on Sponsor Sign in Livestock Arena
Sponsor announced over PA throughout each livestock show
Name on program (exhibitor list) handed out at each livestock show
Wall plaque for sponsor's office

OR

\$150

LIVESTOCK SHOW RIBBONS SPONSOR for a specific species

Choose from Dairy, Beef, Dairy Feeders, Sheep, Goats, Poultry, Rabbits, Hogs
Sponsor announced over PA at specific livestock show
Name on program (exhibitor list) handed out at same livestock show

- \$1,000 **FAIR PARADE**
 Kicks off the fair with a parade through downtown Marysville on Monday
 Candy purchased and distributed to parade participants to “throw” to spectators
 Ribbons to all individuals participating in the parade
 Covers permits and cost of safety officers
 Sponsor announced over fairgrounds PA throughout day prior to parade
- \$250 **DAILY ANNOUNCEMENTS OVER FAIRGROUNDS’ PA SYSTEM**
 Sponsor of broadcast to be named at end of announcements
 Announcements to be heard periodically from Noon until Grandstand Show
- \$500 **PAVILION SHOWS AT “THE BANK” PAVILION**
 Sponsor for a specific day
 Sponsor name posted in Pavilion
- \$100 **BIKE GIVE-AWAY**
 Sponsored bikes given away in youth drawings prior to each grandstand event
 One boy and one girl bike drawing each day-28 bikes total Tuesday-Sunday
 Sponsor may donate new bikes or money to purchase bikes at about \$100 each
 Sponsor invited to be at grandstand event for drawing & be recognized
- \$50-500 **KIDS’ DAY ACTIVITIES**
 Sponsor to cover the monetary prizes for one or more of the 6-8 games
 6 placings in each event
 Sponsor to be announced periodically during the events
 Sponsor name posted in Pavilion
 Sponsor may attend to present awards
- \$400 **KIDDY TRACTOR PULL** (In conjunction with Kids’ Day Activities above)
 Sponsor to cover donation given to organization that puts on the pull
 Sponsor to be announced periodically during the events
 Sponsor name posted in Pavilion
 Sponsor may attend to present awards
- \$300 **IDOL TALENT CONTEST**
 2 cash awards, 2 categories, 13-19 years and 20-25 years
 Name on Sponsor Sign in Pavilion
 Sponsor announced over PA throughout the day
 Sponsor may attend to present awards
- \$250-500 **DARE DAY** (Drug Abuse Resistance Education)
 Free admission to fair for 2009-2010 5th graders who graduated from DARE
 Donations pay for ride wristbands, slice of pizza
 Sponsor announced over PA throughout the day
- \$100-500 **ANIMAL COSTUME CONTEST**
 Open to any youth in Union County
 Cash awards in 12 categories, 24 cash prizes, other donated prizes, if available
 Name on sponsor sign in rabbit/poultry show arena
 Sponsor may attend to present awards
 Sponsor announced over PA throughout the day

\$150 **FENCE**... LETTERING OF SPONSOR NAME ON WHITE DISPLAY FENCE
Sponsor name permanent and on display year-round on white fence along
entrance across from K-Mart, from the horse barns to Armory.

BANNERS ON “BOB CHAPMAN FORD” GRANDSTAND AND FENCES AT ENTRANCES

Sponsor must supply banners with grommets. Fair management will hang banners from fences before fair opens and return banners to sponsor after fair. Banners can only appear on the fences entering fairgrounds. City Ordinance does not allow banners to be placed on fence directly facing the city streets.

\$500 Banner displayed on back side of grandstand
(other automotive dealership banners will not be displayed on grandstand)

\$400 Banners on fences at both entrances

\$250 One banner on fence at entrance of sponsor’s choice

Platinum and Gold Sponsors may choose to have their banners hung on either grandstand or fences at entrances as part of their sponsorship package.

WEBSITE SPONSORS (ADVERTISING) **

Sponsor must supply black and white OR four-color advertisement in PDF format to fit specifications of the website, as determined by the webmaster. All advertisements will include an external link to sponsor’s website. External link, including sponsor’s logo, will appear on appropriate page of the Union County Fair (Ag Society) website. Determined by sponsor and marketing director.

\$125 1/2 page (dimensions to be determined)

\$100 1/3 page (dimensions to be determined)

\$ 75 1/4 page (dimensions to be determined)

\$ 50 1/6 page (dimensions to be determined)

PRINTED ITEMS---Sponsor’s name printed on item (logo if space allows)

\$750-1,000 PRINTING OF FAIR SCHEDULE (10,000 copies of tri-folded daily fair schedule and list of platinum, gold, silver and, if space, bronze sponsors) Actual size of brochure to be determined by May 1, 2010.

\$250 PRINTING OF 3,000 JR. FAIR BARN EXHIBITOR DISPLAY CARDS

\$250 PRINTING OF REGULAR SEASON PASSES, including SENIOR FAIR PASSES
Sponsor’s name is printed on the season passes

\$100 PRINTING OF 2,000 4-H & FFA FAIR ENTRY CARDS (Blue Cards)

\$100 PRINTING OF 1,500 PREMIUM VOUCHERS

\$100 PRINTING OF JR FAIR STYLE REVIEW/SPECIAL INTEREST PROJECTS
PROGRAM (In Pavilion on Monday evening of fair)

\$50 PRINTING OF ONE SPECIFIC LIVESTOCK SPECIES SHOW PROGRAM

FACILITY PROJECTS All donations appreciated. Listed amounts will get sponsor’s name on appropriate sponsor signs.

\$100 FENCE (repairs & new construction, as funds are available)

\$300 AMORY BUILDING (repairs & maintenance)

\$300 MERCHANTS BUILDINGS (repairs & maintenance)

\$100 BLEACHERS (maintenance & updates to meet OSHA regulations in 2010)

\$250 PICNIC TABLE (sponsor’s name will be cut with router into center of top of NEW table)

\$500 GRANDSTAND RESTORATION (structural repairs done 11-09)

Sponsors to be appropriately recognized during fair, as determined by sponsor & Fair Marketing Director

OTHER ACTIVITIES

Veterans' Day- Band at \$300

Club displays-Boy Scouts, Girl Scouts, 4-H (\$20 to youth participants, 12 displays)

Jr. Fair Board T-Shirts (45 at about \$7 or \$350) *Additional if sponsor name on sleeve.*

Open Class entries: Gardening, Photography, Agriculture, etc. (\$50 to \$200 per category)

Up to \$149

BLUE RIBBON DONORS

Financial donations of any size are greatly appreciated

Gift cards/certificates and door prizes are welcomed. (If not designated for a specific event these will be distributed as prizes at appropriate fair events.)

Sponsor will be listed in fair promotion & website as donations are received.

Note: Infant-related door prizes needed for Cutest Baby Contest

This listing changes annually as new sponsorship opportunities become available and costs change. Not all previous sponsorships may be listed and/or available.

All sponsorships and donations are greatly appreciated and will be used specifically to support the youth programs and family events at the 2010 Union County Fair.

To become a fair supporter contact:

Sue Alderman

Marketing Director-Union County Fair

marketing@ohiounioncountyfair.org

Fair Office: 937-644-8736

Cell: 937-644-1063

Home: 614-873-4572

Union County Senior Fairboard Office

P.O. Box 678

Marysville, OH 43040

Updated & Revised 1-26-10**

Following 1-25-10 Board Action