

167th Annual



September 18-24, 2017

Sponsorship Opportunities

Extend your support and marketing reach to more than 50,000 customers during the 7 days of the Tuscarawas County Fair - and beyond!

FAIR DAY SPONSOR

MONDAY, TUESDAY, WEDNESDAY OR THURSDAY \$2,000 (per day)

FRIDAY, SATURDAY OR SUNDAY \$2,500 (per day)

1. Designated Day Sponsor booth space (10' x 10' size) on the midway
2. Logo displayed as the Sponsor of the Day in the events section of the Fair book (if confirmed by April 15)
3. Link and mention in boosted Facebook posts
4. Logo and website link on tuscarawascountyfair.com website
5. 4'x 8' banner displayed (banner provided by sponsor) for all 7 days of the fair
6. Digital Sign at Main gate; includes acknowledgement the day of the sponsorship plus listed as a sponsor for 14 additional days after the fair.
7. Listed as the Sponsor of the Day in the Show Arena
8. Half page display ad in annual fair book (black & white)
9. 12 Day passes to the fair

**Family Day
Sponsorships
Available**

Event Sponsorship

Events Choices:

TOUGH TRUCK

Monday, September 18, 2017 • 7:30 P.M.

MOTOCROSS

Tuesday, September 19, 2017 • 7 P.M.

KIDDIE TRACTOR PULL

Saturday, September 23, 2017 • 4 P.M.

DEMOLITION DERBY

Sunday, September 24, 2017 • 7:30 P.M.

HARNESS RACING

Friday & Saturday • 12:00P.M.; Sunday • 1:00 P.M.

EVENT SPONSOR

\$500 (per event)

1. Name announced during the event
2. Logo or name included as a sponsor in the fairbook on the event page (if confirmed by April 15)
3. Listed as the Event Sponsor in the Show Arena
4. Opportunity to hang banner during the event (banner provided by sponsor)
5. 6 Day passes to the fair

EXCLUSIVE EVENT SPONSOR

\$2,000 (per night)

Your company will be the only sponsor for your selected event.

1. Name announced during the event
2. Logo or name included as a sponsor in the fairbook on the event page (if confirmed by April 15)
3. Listed as the Event Sponsor in the Show Arena
4. Opportunity to hang banner during the event (banner provided by sponsor)
5. Link and mention in boosted Facebook posts
6. Logo and link on fair website
7. 4'x 8' banner displayed for all 7 days of the fair (banner provided by sponsor)
8. Digital Sign at Main gate; includes acknowledgement the day of the sponsorship plus listed as a sponsor for 14 additional days after the fair.
9. Half page display ad (black & white) in annual fair book
10. 18 Day passes to the fair

Truck & Tractor Pull

USA EAST - Friday, September 22, 2017 • 7 P.M.

OSTPA - Saturday, September 23, 2017 • 7 P.M.

TRUCK & TRACTOR PULL SPONSOR

\$1,000 (per night)

1. Name announced during the event
2. Logo or name included as a sponsor in the fairbook on the event page (if confirmed by April 15)
3. Listed as the Event Sponsor in the Show Arena
4. Listed as the Event Sponsor in Farm & Dairy Ad
5. 6 Day passes to the fair

TRUCK & TRACTOR **FULL PULL** SPONSOR

\$2,500 (per night)

1. Name announced during the event
2. Logo or name included as a sponsor in the fairbook on the event page (if confirmed by April 15)
3. Listed as the Event Sponsor in the Show Arena
4. Listed as the Event Sponsor in Farm & Dairy Ad
5. Link and mention in boosted Facebook posts
6. Logo and link on fair website
7. 4'x 8' banner displayed for all 7 days of the fair (banner provided by sponsor)
8. Digital Sign at Main gate; includes acknowledgement the day of the sponsorship plus Listed as a sponsor for 14 additional days after the fair.
9. Half page display ad (black & white) in annual fair book
10. 18 Day passes to the fair

For additional information or questions about sponsorship opportunities contact:

Jonna Cronebaugh • Call/Text: 330-243-6372

Email: jonna@mcsprintsourc.com

Champion Sponsorships



\$10,000

1. 10' x 20' booth space (location based on availability)
2. Link and mention in 6 boosted Facebook posts (to run 6 times throughout the year)
3. Listed as a sponsor for 2 Entertainment events during the fair (or one Truck & Tractor Pull)
4. Logo and link on fair website
5. Listed as a fair sponsor during all of September on the digital sign at the main gate
6. 2 - 4'x 8' banners displayed for all 7 days of the fair with first choice on banner display location (banner provided by sponsor)
7. Digital Sign at main gate - 52 week advertising contract
8. Listed as a sponsor in the Show Arena
9. Full page, full color display ad in annual fair book
10. 50 Day passes to the fair
11. 5 Parking Passes - guaranteed parking on the grounds



\$7,500

1. 10' x 10' Booth space (location based on availability)
2. Link and mention in 4 boosted Facebook posts (to run 4 times throughout the year)
3. Listed as a sponsor for one Entertainment event during the fair
4. Logo and link on fair website
5. Listed as a fair sponsor during all of September on the digital sign at the main gate
6. 2 - 4'x 8' banners displayed for all 7 days of the fair (banner provided by sponsor)
7. Digital Sign at Main gate- 26 week advertising contract
8. Listed as a sponsor in the Show Arena
9. Half page, full color display ad in annual fair book
10. 40 Day passes to the fair
11. 5 Parking Passes - guaranteed parking on the grounds



\$5,000

1. Link and mention in 2 boosted Facebook posts
2. Logo and link on fair website
3. Listed as a fair sponsor during all of September on the digital sign at the main gate
4. 4'x 8' banner displayed for all 7 days of the fair (banner provided by sponsor)
5. Digital Sign at Main gate - 12 week advertising contract
6. Listed as a sponsor in the Show Arena
7. Half page, full color ad in annual fair book
8. 30 Day passes to the fair



\$2,500

1. Link and mention in boosted Facebook post
2. Logo and link on fair website
3. Listed as a fair sponsor for 2 weeks in September on the digital sign at the main gate.
4. 4'x 8' banner displayed for all 7 days of the fair (banner provided by sponsor)
5. Digital sign at main gate - 8 week advertising contract
6. Half page display ad (black & white) ad in annual fair book
7. 10 Day passes to the fair



\$1,000

1. Link and mention in boosted Facebook posts
2. Logo and link on fair website
3. 3'x 6' banner displayed for all 7 days of the fair (banner provided by sponsor)
4. Listed as a fair sponsor for one week in September on the digital sign at the main gate
5. Digital sign at main gate - 2 week advertising contract
6. Quarter page display ad (black & white) in annual fair book
7. 5 Day passes to the fair



\$500

1. 3'x 6' banner displayed for all 7 days of the fair (banner provided by sponsor)
2. Listed as a fair sponsor for one week in September on the digital sign at the main gate
3. Quarter page display ad (black & white) in annual fair book



\$300

1. 3'x 6' banner displayed for all 7 days of the fair (banner provided by sponsor)
2. Quarter page display ad (black & white) in annual fair book

Individual Sponsorships

FAIR PARTNER - \$200

One 7 day pass + membership to the Tuscarawas County Agricultural Society
Listed as a 'Fair Partner' in the 2018 Fair book

FRIEND OF THE FAIR - \$100

One 4 day pass + membership to the Tuscarawas County Agricultural Society
Listed as a 'Friend of the Fair' in the 2018 Fair book

YES, I WOULD LIKE TO SUPPORT THE FAIR WITH THE FOLLOWING SPONSORSHIP PACKAGE

- FAIR DAY SPONSORSHIP Day of the Week requested: _____
- EVENT SPONSORSHIP Event requested: ___ Tough Truck ___ Motocross ___ Kiddie Tractor Pull
___ Demolition Derby ___ Friday Truck & Tractor Pull ___ Saturday Truck & Tractor Pull
- CHAMPION SPONSORSHIP ___ Grand Champion ___ Reserve Champion ___ Best of Show
___ Blue Ribbon ___ Red Ribbon ___ White Ribbon ___ Yellow Ribbon
- INDIVIDUAL SPONSORSHIP ___ Fair Partner ___ Friend of the Fair

Business Name: _____

Contact: _____

Mailing Address: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Send Invoice to: _____

Authorized Signature

Date

To secure your sponsorship please return this contract by **August 1, 2017** to:

**Tuscarawas County
Agricultural Society**
ATTN: SPONSORSHIP
259 S Tuscarawas Ave
Dover, OH 44622

**For additional information or questions about sponsorship opportunities contact:
Jonna Cronebaugh • Call/Text: 330-243-6372 • Email: jonna@mcsprintsources.com**

SPONSOR PACKAGES CAN BE CUSTOMIZED TO FIT YOUR SPECIFIC GOALS OR TARGET AUDIENCE.

SPONSORSHIPS need to be secured and paid by August 1, 2017 to ensure inclusion in all marketing opportunities. Failure to do so may result in losing some marketing opportunities listed as part of your package.

FAIR BOOK ADS: Deadline for fair book ads is April 15, otherwise the ad space can be used in the 2018 book.

BANNERS are to be supplied by sponsor in the appropriate size by September 1. Sponsors are welcome to retrieve their banner within one week of the conclusion of the fair

Banner Display area options: Food court under the grandstand - Exterior wall of fine arts building - Food Court area at Dairy Barn - Stage II (small kids ride area) - Exterior of animal buildings - Grandstand exterior (not fence)