



# Sponsorship Opportunities



168<sup>th</sup>  
Annual

## September 17-23, 2018

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 SPONSORSHIPS

**MONDAY- VETERANS DAY, TUESDAY OR WEDNESDAY** \$2,000 (per day)

**THURSDAY - FAMILY DAY** \$2,500 (per day) *See below for details.*

**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 May 30)
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 SPONSOR

#### LIMITED TO 3 PARTNERS IN 3 DIFFERENT INDUSTRIES

Family Day at the fair will be a discount admission day. Participating sponsors will receive discount tickets to distribute to their customers. Fair go-ers can only get the discounted admission with this ticket and the discount admission will only be used that day.

Distribution of discount tickets will begin one week prior to the opening day of the Fair

In addition to the above Day Sponsor benefits, you will also receive the following:

- Mention in all social media and radio ad as a discount ticket location
- Posters provided at your location promoting Family Day with your logo

# Event Sponsorship

## Events Choices:

### MOTOCROSS

Monday, September 17, 2018 • 7:30 P.M.

TBD

Tuesday, September 18, 2018 • 7 P.M.

### DRAG RACE

Thursday, September 20, 2018 • 7 P.M.

### KIDDIE TRACTOR PULL

Saturday, September 22, 2018 • 4 P.M.

### DEMOLITION DERBY

Sunday, September 23, 2018 • 7:30 P.M.

### HARNESS RACING

Friday & Saturday • 12:00 P.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

# 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 on digital sign at the Grandstand
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 on digital sign at the Grandstand
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. 10' x 10' Informational Unmanned booth space
2. Link and mention in 2 boosted Facebook posts
3. Logo and link on fair website
4. Listed as a fair sponsor during all of September on the digital sign at the main gate
5. 4' x 8' banner displayed for all 7 days of the fair (banner provided by sponsor)
6. Digital Sign at Main gate - 12 week advertising contract
7. Listed as a sponsor on digital sign at the Grandstand
8. Half page, full color ad in annual fair book
9. 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. Listed as a sponsor on digital sign at the Grandstand
5. 4' x 8' banner displayed for all 7 days of the fair (banner provided by sponsor)
6. Digital sign at main gate - 8 week advertising contract
7. Half page display ad (black & white) ad in annual fair book
8. 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

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

- FAIR DAY SPONSORSHIP Day of the Week requested: \_\_\_\_\_
- FAMILY DAY SPONSORSHIP Thursday
- EVENT SPONSORSHIP Event requested: \_\_\_ Motocross \_\_\_ Kiddie Tractor Pull \_\_\_ Harness Racing  
\_\_\_ 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

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, 2018** to:**

**For additional information or questions about sponsorship opportunities contact:  
Jonna Cronebaugh • Call/Text: 330-243-6373 • Email: [jonna@mcsprintsource.com](mailto:jonna@mcsprintsource.com)**

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

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

SPONSORSHIPS need to be secured and paid by August 1, 2018 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 May 30, otherwise the ad space can be used in the 2019 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)