



## 2018 LAKE COUNTY FAIR PARTNERSHIP OPPORTUNITIES

As a potential partner, the Lake County Agricultural Society would like to invite you to join the family of advertising partners of the Lake County Fair. The Lake County Agricultural Society is a non-profit organization that is trying to keep agriculture alive by promoting the Lake County Fair. The fair has a proud heritage, established in 1852, it boasts a reputation of being one of the largest county fairs in the nation. We strive to bring the urban and rural communities together for education and entertainment in a wholesome environment that promotes traditional family values. Youth from surrounding communities are featured in both open and 4-H events. Livestock shows, motor sports events, family craft, agricultural and commercial exhibits as well as an outstanding carnival join to make this a highly successful event with repeated attendance. The total attendance for 2017 was 220,549. What better way to reach so many people from so many walks of life, from so many towns, cities and states?

The fair is 10 days in duration and runs from August 3 - 12, 2018.

A partnership with the Lake County Fair is an excellent value for your marketing dollar. You will receive visibility at one of the largest summer events in the state as well as having a positive association with a wholesome event with family values. We have formulated many levels of partnerships from which to choose. Partnership money provides the fairgoer with additional free entertainment and special features that we would not otherwise be able to attain such as the Silly Safari, the giant Fireworks Display, Heritage Stage Performers and the Petting Zoo, just to name a few.

You are also welcome to pick multiple sponsorships, or combine any advertising and sponsorship packages. We look forward to working with you for your needs!

\*\* The Lake County Agricultural Society, Inc. is a non-profit organization, but is not a 501(c)(3) charitable organization pursuant to Internal Revenue Service code and regulation, nor has it ever been. Therefore, any assistance you provide is not deductible as a charitable contribution for federal income tax purposes.

For \$5,000.00 you can partner with the Lake County Fair to be:

**A Day Sponsor (Note: One sponsor per day – first come, first serve on fair day choice—Both Fridays, Both Sundays and Wednesday available)**

To Include:

- Your name as sponsor for one full day at the fair (day to be mutually decided on depending on availability).
- Fair Booth for the day for sponsor's personnel to distribute promotional materials with the approval of the fair board at a mutually agreed upon inside or outside booth space depending on what is available for the day.
- Signage provided by sponsor can be placed at pay gates (4) not to exceed 10 feet in length. Sponsor is responsible for hanging and removing signage on the sponsored day by midnight.
- Signage recognizing your company's name and/or logo will be displayed at 5 major locations on the fairgrounds throughout the 10-day run of the fair provided by the fair.
- Your logo/website link on our website on the Home Page and on daily schedule (our website receives over 87,000 unique visitors with over 2 million hits annually).

- Promotional listing in fair flyer (150,000 printed) and in program on sponsor page (35,000 printed) and on day of sponsorship.
- Names of sponsor will be announced on sponsored day on the public address system.
- 50 single-day gate passes

For \$1,500.00, you can partner with the Lake County Fair for a sponsorship of one of the following: Silly Safari's Animal Shows, The (main) Picnic Area or Heritage Stage.

### **Silly Safari's Animal Shows (Multiple Sponsorships Available)**

These animal shows appeal to people of all ages. It was new to our fair in 2016 and was a big hit, so it will be back this year! It's a fun filled, crowd interactive event aimed especially for the children, but the adults love it too!

- Four shows held daily (10 days of Fair) just off the main roadway of the fairgrounds.
- Bleachers at site with approximately 200 spectators for each show.

To Include:

- Your 2' H x 4'W (approximate) banner/sign, to be proudly displayed at that location. (location area constraints for banner/sign)
- At each show, the announcer will broadcast to the spectators your script (motto, saying, short verse) with your company name.
- Your company name displayed on our Major Sponsors page in our Fair Program handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.
- Your company name displayed on our Major Sponsor banner located 5 high traffic areas on the fairgrounds.
- Your logo and link added to our links page on our website: lake-county-fair.com.
- 10 Single Admission gate passes.

### **The Picnic Area (Multiple Sponsorships Available)**

A shaded area with multiple picnic tables that our fairgoers can enjoy their meals at. Located just west of the “arena roadway” concession booths. This is

the largest of the eating areas and is favored by thousands of fairgoers daily, because of the shade.

To include:

- Two of your banners/signs, proudly displayed at both sides of the picnic area. (to be approximately 2'H x 4'L)
- Your company name displayed on our Major Sponsors page in our Fair Program handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.
- Your company name displayed on our Major Sponsor banner located at 5 high traffic areas on the fairgrounds.
- Your logo and link added to our links page on our website:  
[lake-county-fair.com](http://lake-county-fair.com).
- 25 Single Admission gate passes.

### **Heritage Stage (Multiple Sponsorships Available)**

Set at the south end of Heritage Hall, a small stage with benches sets the area for daily 6pm (except the last day of the Fair) “heritage” entertainment. Bluegrass, old time jug, dulcimers, barbershop and accordion music has all been heard in the past with everyone stomping their feet – Good Ole’ Americana Music! Sing along—or just enjoy the music of our past....and it’s all free!

To Include:

- A banner you provide (2’H x 4’L) will be proudly displayed on stage at this location.
- Your sponsor logo or name will be on our prefair flyers and our fair Program designating you as the sponsor.
- Your company name announced multiple times, as sponsor, on the daily announcements made over the loud speakers system throughout the fairgrounds.
- Your company name displayed on our Major Sponsors page in our Fair Program handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.
- Your company name displayed on our Major Sponsor banner located at 5 high traffic areas on the fairgrounds.
- Your logo and link added to our links page on our website:

lake-county-fair.com.

- 10 Single Admission gate passes.

For \$1200.00, you can partner with the Lake County Fair for a sponsorship of the:

**Information Booth (Single Sponsorship)**

A gazebo actually, which is manned daily from 12noon to 10 pm by the Lowell Tri Kappa Sorority giving out information and directions, as well as handing out our fair program book. It is located “at the crossroads” between the horse arena/barns and independent food concessions area and the main Midway entrance.

To include:

- 2 signs (4’w x 2’h) mounted on the top of the gazebo – clearly visible from All directions and above our fairgoers for all to see.
- Your company name displayed on our Information page in our Fair Program handed out to fairgoers when they come through the gates and available at several locations on the fairgrounds.

- Your logo and link added to our links page on our website:  
lake-county-fair.com.

- 10 Single Admission gate passes.

### **Custom Packages**

Do you have a specific event in mind? A different dollar amount? Let's talk and we can customize a sponsorship to your needs!

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