

"Cowboy Boots &
County Roots at the
Wayne County Fair"



August 14-19, 2017

Thank you for your interest in the 2017 Wayne County Fair. The soul of the Fair is family and we have created an event that is exciting, educational and entertaining for all ages.

We pride ourselves on where we live and the community we support. Given this, our goal this year is to increase the number of local partners working with the Wayne County Fair. Please note, we can customize any sponsorship package to meet your needs.

Find us on



As of 1/22/2017

Grand Champion Sponsorship Package *(Limited to 1) -*

\$ Amount will Be Determined

**Top Billing as "Wayne County Fair presented by *YOUR BUSINESS NAME*"
on all collateral materials, in all print, digital and broadcast media applicable**

- ◇ Promotional Space inside or out for the full duration of the Fair (10 by 10 space)
- ◇ Placement of up to 4 ID/Logo Banners throughout the Fairgrounds (banners provided by sponsor)
 - ◇ Full Page black and white sponsorship page in the Official Fair Schedule of Events (Messenger Post Media Insert)
- ◇ ID/Logo Banner to be Displayed at the Entrance of the Grandstands (banners provided by sponsor)
 - ◇ ID/Logo included on the fair website, your logo will be hot-linked
 - ◇ ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
 - ◇ ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
 - ◇ Opportunity to do Sponsor give-a-ways at your corporate booth or the Fair entry gates
 - ◇ Social Media and Facebook Posts each day of the sponsorship
- ◇ Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see)
 - ◇ Public Announcements daily with provided statement about business
 - ◇ Large Golf Cart Promotional Signage for the entire week
 - ◇ Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

Hospitality Benefits:

Week Long Passes for Sponsor Staff

VIP Dinner Tickets

Grandstand Passes

Carnival Wristbands/ Tickets (We will be the liaison with Carnival Promoter's to provide to you)

Exhibitor ID's

Blue Ribbon Sponsorship Package

Demolition Derby or Grandstand Event Sponsor

Specialty Performance or Show (Example: Wood Carver, Pig Races etc.)

\$3001 - \$5000

- Promotional Space inside or out for the full duration of the Fair (10 by 10 space)
- Placement of up to 4 ID/Logo Banners throughout the fairgrounds (banners provided by sponsor)
- ID/Logo Banner to be Displayed at the Entrance of the Grandstands (banners provided by sponsor)
- ID/Logo on the Fair website, your logo will be hot-linked.
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Opportunity to do Sponsor give-a-ways at the corporate booth or the Fair entry gates on each day of the Demolition Derby or Figure 8 Races
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see).
- Public Announcements daily with provided statement about business
- Large Golf Cart Promotional Signage for the entire week
- Listing your Business in the Fair Guide Thank You Ad (42,000 + circulations)

Hospitality Benefits:

Week Long Passes for Sponsor Staff

VIP Dinner Tickets

Grandstand Passes

Exhibitor ID's

Red Ribbon Sponsorship Package

\$1,000 - \$3,000

Live Entertainment Arena Sponsor or Pie Contest Sponsor

- ID/Logo Banner to be Displayed at the Front (by the flagpole) of Floral Hall from the date of the event throughout the remainder of the Fair (banners provided by sponsor)
- ID/Logo included on the Fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see)
- Large Golf Cart Promotional Signage for the entire week
- Listing your Business in the Fair Guide Thank You Ad (42,000 + circulations)

Hospitality Benefits:

Week Long Passes for Sponsor Staff

VIP Dinner Tickets

Exhibitor ID's

Wayne County Fair Staff Uniform Sponsorship

(Limited to 1) - \$2,500

- ID/Logo will appear on the back of staff uniforms for permanent and temporary staffing (minimum of 200 shirts distributed and worn the week of the fair)
- ID/Logo included on the fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see).
- Golf Cart Promotional Signage for the entire week
- Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

Hospitality Benefits:

Week Long Passes for Sponsor Staff

VIP Dinner Tickets

Exhibitor ID's

Entertainment Alley & Beer Garden Sponsorship

(Limited 1) - \$750

- ID/Logo Banner to be displayed in the arch of the Entertainment Alley & Beer Garden Walkway (banners provided by sponsor)
- ID/Logo included on the Fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

Hospitality Benefits:

Daily Passes for Sponsor Staff

Exhibitor ID's

Green Ribbon Sponsorship

\$500 - (Unlimited)

- Permanent Signs are available in the Grandstand Area & The Horse Racing Track (alucabond signs provided by sponsor working with the fair to get printed). These signs will remain on display for a full year during ALL events held on the Wayne County Fairgrounds
- ID/Logo included on the Fair website, your logo will be hot-linked
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the fair
- Social Media and Facebook Posts each day of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad *(42,000 circulation)*

Hospitality Benefits:

Daily passes for Sponsor Staff

Exhibitor ID's

Show Sponsorship

\$100 Level 1 ~ \$200 Level 2

\$300 Level 3 ~ \$400 Level 4

(Limited to Shows & Events Offered)

- Sponsoring shows like the following:
Level One: Open Animal Shows or 4-H Animal Show
Level Two: Celebrity Goat Milking or Veggie Race or Pedal Tractor Pull
Level Three: Queen & Courts Youth Events
Level Four: Back Porch Bands and SO MUCH MORE.....
- ID/Logo included on the fair website
- ID/Logo will be included as a program sponsor in the Official Fair Schedule of Events
- ID/Logo will be included on Digital Signage within Floral Hall during the week of the Fair
- Listing on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

Hospitality Benefits:

Daily Fair Passes for Sponsor Staff or

Weekly Fair Passes (level dependent)

Friend of the Fair Sponsorship

\$25 - \$99

- Any Business or Community Friend of the Fair that would like to Donate Goods, Services or Monies
- Your name will be included on the Fair website
- You will be included as a program sponsor in the Official Fair Schedule of Events
- You will be included on Digital Signage within Floral Hall during the week of the Fair
- Your Business or Name will be included on the "Sponsor Wall of Fame" (9ft. high by 12ft. wide sign prominently displayed for 35,000 fairgoers to see)
- Listing your Business in the Fair Guide Thank You Ad *(42,000 + circulations)*

Hospitality Benefits:

Daily Fair Passes for Sponsor Staff

Build Your Own Sponsorship

Price will Vary

Didn't See A Package that Fits Your Business Needs???

- We will tailor make a package to meet your business needs.
- You want to mix and match packages we can do that as well.
- You want something totally different we can do that as well.
- *You dream it we will build it.*
- Contact Tammy Hutter - 315-573-2515 or at WayneCountyFairNY@Gmail.com