



LORAIN COUNTY FAIR

23000 Fairgrounds Road, Wellington, OH 44090
(440) 647-2781 • Fax (440) 647-4544
Email: cnikel@loraincountyfair.com



ON THE WEB:
loraincountyfair.com

2017 Sponsorship Opportunities

Fair Dates: August 21 – 27

Partnerships with our sponsors are vital to the success of the Lorain County Fair and beneficial to our sponsors with exposure to a wide variety of people and ages. Average attendance at the fair is 160,000. Sponsorship is a great way to support your county fair and a valuable investment in your business! We have many sponsorship packages available or call Charisse at the Fair Office at (440) 647-2781 to design a package that suits your specific needs.

Friends of the Fair/Website Listing – \$100 (included in all sponsorships \$500 and up)

Sponsor name listed on our website (includes logo and link to your website) and in our premium book as a "Friend of the Lorain County Fair" (to be listed in the premium book, sponsorship must be made by April 15).

Parking Barrels – \$65 first year; \$10 renewal each succeeding year

Sponsor name placed on a parking barrel to be used in the parking lot during fair week.

Premium Book Advertisement – \$90 half-page (3.25" high x 3.5" wide), \$150 full-page (6.5" high x 3.5" wide); \$250 front or back inside cover color; \$250 back cover color

Sponsor provides ad content (.jpg file preferred) for the advertising section of the premium book, which is mailed to all those who submit an entry in the fair the previous year and available at the fair office all summer. More than 2,000 premium books are distributed and it is downloadable from our website all year long. Inside ads are in color on our website and black & white in the printed book. Ad copy must be submitted by **April 15**.

People Movers – \$150 per vehicle side (back of seat: 2½' tall x 18' long; back end: 3' tall x 2' long)

Be the first advertisement they see! Sponsor provides banner or sign that will be placed on our highly visible people movers, used to transport fair guests from their vehicles to the fair gates, giving you week long exposure to appreciative fair visitors.

Picnic Tables/Fair Benches – \$150

Choose a name plate for a picnic table or routed name for a bench placed throughout the fairgrounds.

Pony Ring/Horse Ring Banners – \$150 per year (Pony Ring: 3' tall x 8' long; Ring A: 3' tall x 7' long)

Sponsor provides banner to display in a panel around our horse/pony rings during fair week. Limited number available. Must make a three-year commitment with 20% down for second and third year.

Senior Citizens Day Promotional Table (Thursday) – \$200 (or \$100 add-on if you have a fair booth)

Space available on Senior Citizens Day under Pavilion 1 from 10 am – 3 pm to hang a banner or sign and pass out promotional material. Table and chairs and 4 one-day gate admissions included.



If you are interested in any of these sponsorship opportunities, please return this portion to Lorain County Fair, 23000 Fairgrounds Road, Wellington, OH 44090; call (440) 647-2781; or email cnikel@loraincountyfair.com.

Name _____ Phone Number _____

Company _____ Email _____

Enclosed is a check for: _____ \$100 Friends of Fair _____ \$150 Fair Bench _____ \$150 Picnic Table
Please list exact way you would like Friends of Fair listing to read or bench or picnic table plate to be engraved:

Enclosed is a check for an ad (.jpg or .pdf file must be emailed to cnikel@loraincountyfair.com) in the premium book for a: _____ half page @ \$90 OR _____ full page @ \$150 (call or email if interested in cover ads)

OR please contact me about the following sponsorship opportunity: _____

OR enclosed is payment for the following sponsorship: _____

Senior Citizens Day Promotional Table & Activities (Thursday) – \$200

Celebrate our senior community! Sponsor provides senior activities (from either 10 am – 11:30 am or 1 pm – 3 pm) under Pavilion 1 at sponsor's expense. Space available under Pavilion 1 from 10 am – 3 pm to hang a banner or sign and pass out promotional material. Includes periodic announcements throughout fairgrounds inviting seniors to your activity. Table and chairs and 4 one-day gate admissions included.

NTPA Tractor Pull Scoreboard – \$250

Your name and logo continuously displayed throughout the night on the scoreboard at the end of the pulling track for the Friday evening tractor pull.

Cornhole Tournament – \$300

Your name listed on sign-up sheets for entrants. Space available for banner or sign at site of event. Includes periodic announcements throughout fairgrounds inviting fairgoers to participate.

Free Entertainment Schedule – \$300

Sponsor provides logo to be added to the flyer listing our free entertainment – available at the gates and fair office and downloadable from our website.

Show Tickets – \$300 per event

Sponsor provides logo that will be displayed in color on the print at home ticket option to grandstand events.

Entrance Gate Banners – \$500 per gate (*includes "Friends of the Fair/Website Listing" sponsorship*)

Sponsor provides banner(s) to be displayed fair week at Entrance Gates 1, 3, 4, and/or 6.

Combine Derby OR Demo Derby OR Diesel Truck Pull OR Senior Citizens King & Queen Contest – \$500

(includes "Friends of the Fair/Website Listing" sponsorship)

For derbies and pulls, sponsor provides banner or sign to be displayed the night of the event in the grandstand area. For our Senior Citizens King & Queen Contest, sponsor provides banner to be displayed at site of event on Senior Citizens Day and will be listed as a sponsor on programs given at event.

Grandstand Banner – \$1,000 (*includes "Friends of the Fair/Website Listing" sponsorship*)

Sponsor provides banner to be displayed fair week on the back of the grandstand.

Naming Rights of Event – \$1,500 (*includes "Friends of the Fair/Website Listing" sponsorship*)

Available for Diesel Truck Pull, Combine Derby, and Demo Derby

Exclusive sponsorship – one per event. Sponsor's name added to event name. Naming rights only – does not include trophies. Must have commitment by April 15 to be listed in premium book and on promotional posters and brochures. Name will be announced throughout show, printed on show tickets, and sponsor provides logo that will be displayed in color on the print at home ticket option. Sponsor provides banner or sign to be displayed the night of the event in the grandstand area. Includes 4 preferred tickets for the sponsored night and 4 one-day gate admissions.

Sponsor of the Day – \$3,000

- **2 banners** (provided by sponsor) displayed in a prominent location in the grandstand area;
- **6 preferred tickets** to the grandstand event scheduled that day;
- Lorain County Fair **website listing** as "Sponsor of the Day" (includes logo and link to your website);
- **MC announcements** as "Sponsor of the Day" prior to the start of the grandstand event and, if applicable, periodically throughout the event;
- **permission to hand out promotional items**, i.e. literature, magnets, etc., to event-goers as they enter the grandstand (all handouts must be approved by the designated Fair Board representatives prior to distribution and no sales of any nature will be permitted);
- **15 one-day gate admission tickets** to the Lorain County Fair;
- **one full-page advertisement** in the LCF Premium Book (sponsor to provide all ad copy by April 15);
- **1 or 2 VIP passes to park** in a prominent location inside the fence.