



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

2018 Sponsorship Opportunities

Fair Dates: August 20 – 26

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.

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.

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

Celebrate our senior community! Sponsor provides senior activities (from either 11 am – 12 pm or 1 pm – 2 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.



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

OR please contact me about the following sponsorship opportunity: _____

OR enclosed is payment for the following sponsorship: _____

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.

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.

NEW! Cell Phone Charging Units – \$500 per unit

Sponsor provides banner or sign to be displayed on our cell phone charging units and listed on social media and advertising promoting this new amenity to enhance our fair guests' visit.

Entrance Gate Banners or Grandstand Banner – \$500 (includes "Friends of the Fair" sponsorship)

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

NEW! Kids' Day (Wednesday) Coloring Page Contest – \$500 (includes "Friends of the Fair" sponsorship)

Sponsor's name listed on kids' coloring page for this new contest. Coloring page will be available on website, social media, and in print available to pick up throughout county.

Combine Derby; Demolition Derby; Diesel Truck Pull; Senior Citizens King & Queen Contest;

Cornhole Tournament – \$500 per event (includes "Friends of the Fair" sponsorship)

- **Derbies and Pulls:** Sponsor provides banner or sign to be displayed the night of the event in the grandstand area and includes periodic announcements throughout the event.
- **Senior Citizens King & Queen Contest (Thursday):** Sponsor provides banner to be displayed at site of event on Senior Citizens Day, name and logo will be on free entertainment schedule, and includes periodic announcements throughout fairgrounds as sponsor of event.
- **Cornhole Tournament:** Sponsor provides banner to be displayed at site of event, name and logo will be on sign-up sheet for entrants and free entertainment schedule, and includes periodic announcements throughout fairgrounds inviting fairgoers to participate.

Sponsorship of Event – \$1,500 (includes "Friends of the Fair" sponsorship)

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

Exclusive sponsorship – one per event. Sponsor provides banner or sign to be displayed the night of the event in the grandstand area. Includes periodic announcements throughout the event, name printed on show tickets as sponsor of event, and sponsor provides logo that will be displayed in color on the print at home ticket option. Must have commitment by April 15 to be listed in premium book. 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 on the fairgrounds during fair week;
- **6 preferred tickets (or a half box if available)** to the grandstand event scheduled that day;
- Lorain County Fair **website listing** as "Sponsor of the Day" (includes logo and link to your website) and listed as such on social media and advertising;
- **periodic announcements** as "Sponsor of the Day" throughout fairgrounds and prior to the start of the grandstand event on sponsored day;
- **promotional space** in our park behind the grandstand to display your products and/or hand out promotional material on sponsored day;
- **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.

NEW THIS YEAR!

We are promoting Kids' Day on Wednesday, August 22, and are looking for sponsors for this event – such as a giveaway at the gate, sponsoring a small stage entertainer, an activity in one of the barns, etc. – we are open to ideas, and developing new sponsorships – call Charisse at (440) 647-2781, ext. 221, to be a sponsor for this special day!