



Be an Amherst County Fair Sponsor!

October 20-23, 2022

The fun, open atmosphere of a community-driven county fair offers businesses like yours a chance to market and promote your products and/or services, engage consumers, generate leads, make sales and build a positive community image throughout Amherst County and the region. Our [Ribbon Sponsorship Program](#) offers many ways to support the fair while promoting your business/organization. Contributions are [tax deductible](#) for businesses and individuals!

Reach a diverse audience and gain unparalleled exposure. Be a fair sponsor!

★ PRESENTING SPONSOR - \$10,000

As a Presenting Sponsor, you will receive the highest level of sponsorship recognition.

- Exclusive recognition as the Presenting Sponsor
- VIP opportunity to speak on stage and address attendees during the event
- Logo recognition on all printed marketing materials distributed prior to the event, and on all media alerts and media advertisements
- Prominent logo on banner to be placed on the ferris wheel (*first come, first serve; limited*)
- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo, business description and link on website sponsor *and* home page
- Logo on fairgrounds map, website map page, and event banner
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgment throughout the 4-day event
- Admission, Ride passes, and VIP parking passes (15 admission passes & 15 VIP wristbands for one session of rides)
- First choice product display space

CHAMPION SPONSOR - \$7,500

- Sponsorship and prominent logo recognition on small stage
- Prominent logo on event banner at fair entrance and exit
- Co-op advertising opportunity and mention on broadcast advertisements
- Logo on fairgrounds map and website map page
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgment throughout the 4-day event
- Admission and Ride Passes (12 admission & 12 VIP wristbands for one session of rides)
- VIP parking passes (6)
- Choice product display space

Blue Ribbon – \$5,000 or more

- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo, business description and link on website sponsor page
- Logo on fairgrounds map and website map page
- Prominent logo placement on event banner at the fairgrounds entrance and exit
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgment throughout the 4-day event
- Admission and Ride passes (10 admission passes & 10 VIP wristbands for one session of rides)
- VIP parking passes (4)
- Second choice product display space

Red Ribbon – \$2,500 or more

- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo at sponsored attraction or competition location
- Logo, business description and link on website sponsor page
- Logo on fairgrounds map, website map page, and printed promotional materials
- Right to use County Fair logo in marketing materials and promotional items
- 10 admission passes, 5 ride wristbands for one session of rides, and 5 VIP parking passes
- Product display space

Yellow Ribbon – \$1,000 or more

- Logo on competition or attraction signage
- Logo and link on website sponsor page
- Logo on printed promotional material
- Right to use County Fair logo in marketing materials and promotional items
- 10 admission passes and 2 VIP wristbands for one session of rides
- Product display space

White Ribbon – \$500 or more

- Business name and link on website sponsor page
- Business name on printed promotional material
- Admission (10 admission passes)

Friends of the Fair - \$150 or more

- Business name and link on website sponsor page
- Business name on printed promotional material



Amherst County Fair Sponsorship Agreement



THIS SPONSORSHIP AGREEMENT is made and entered into this _____ day of _____ by and between AMHERST COUNTY FAIR and _____

It identifies sponsorship terms for the 2022 Amherst County Fair.

Sponsorship Level: _____

Amount: \$ _____

TERMS:

Sponsorship agreements due no later than September 9, 2022. An invoice will be provided. Full sponsorship due by September 23, 2022.

Sponsor Representative

Date _____

Amherst County Fair Representative

Date _____

SPONSOR CONTACT INFORMATION:

Phone _____

E-mail _____

Mailing Address _____

Website: _____

Social Media URL: _____

Make checks or money order payable to Amherst County Mail to:
Amherst County Fair Attn: Eric Bowen – P.O. Box 580, Amherst VA 24521

NOTES: