

Be an Amherst County Fair Sponsor!

October 21-24, 2021

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 the 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 as the Presenting Sponsor 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 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 acknowledgement throughout the 4-day event
- Admission and Ride passes and VIP parking passes (10 admission passes & 10 VIP wristbands for one session of rides)
- First choice product display space

Blue Ribbon/Presenting – \$5,000 or more



- Prominent logo on banner at fair
- Logo on all event printed materials
- 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 acknowledgement 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/Attraction – \$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 and website map page
- Logo on printed promotional materials
- Right to use County Fair logo in marketing materials and promotional items
- Admission and Ride passes (10 admission passes & 5 VIP wristbands for one session of rides)
- VIP parking passes (4)
- Product display space

Yellow Ribbon/Competition – \$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
- Admission and Ride passes (10 admission passes & 2 VIP wristbands for one session of rides)
- Product display space

White Ribbon/Supporter – \$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 2021 Amherst County Fair.

Sponsorship Level: _____

Amount: \$ _____

TERMS:

Sponsorship agreements due no later than September 10, 2021. An invoice will be provided. Full sponsorship due by September 24, 2021.

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: