



Sponsorships and Exposure Products

JumboTron(s)- 10 days - 3 screens

5 second spot	\$1250
10 second spot	\$1500
15 second spot	\$2000

Banners & Signs

Delfel facing freeway	\$500	4' x 10'
Midway	\$500	4' x 10'
Grandstand area	\$350	4' x 10' & various
Parking lot fencing	\$250	4' x 10'
High Traffic Walkways	\$500	various
Horse Arena Sign (YR)	\$1000 design and production available for additional charges.	
Picnic Tables & Benches:	Lifetime - \$1400	1 year - \$250
		5 year - \$500
Gate	\$500 2 banners, on all maps	
Directional Line (YR)	\$1,500 painted line through Fair, all maps	
Midway Name (YR)	\$1000 street sign, all maps Digital Products	

*Banner production and design available for an additional charges. All banners must be approved by CCF.

Voice-of-the-Fair \$500

Website/Online Tix -- Year-round

Homepage Premium	\$1250
Homepage Footer	\$750
Partner sponsor page	\$500
Logo page	\$250
Online Tickets	\$500 - \$1500 (based on level of presence)

Social Media-

	<u>June-August</u>	<u>Sept.-May</u>
Facebook/Periscope	\$200	\$100
Instagram	\$100	\$75
Twitter	\$75	\$50
Pinterest	\$50	\$25

*Some of social media product pricing will be determined based on client's specifications of contesting, engagement and cross-promotional elements.

Digital

	June-August	Sept.-May
Newsletter, (18,000)	\$500	\$200-\$500
Partner Opps.	\$500	\$300

Print Products (logo presence priced per each appearance)

	Large	Medium	Small
Newspaper Ads	\$500	\$300	\$150
Poster	\$500	\$300	\$150
Fair Brochure	\$500	\$250	\$200
FanFair, (daily info sheet)	\$500	\$250	\$175
Concert Tri-fold	Available only with association with Concert Series Sponsorship		

Television & Radio -- (TV exposure is limited to larger sponsorships only).

General 15 or 30

Target Spots 15 or 30

Movie Theater Spot--(10 weeks, all CC & N. Port Regal Theater, all movies, 2 times)

Movie commercials are limited to larger sponsorship only. \$500 - \$1000

Outdoor

Transit (buses), Posters-boards and Billboards -- Outdoor exposure is limited to larger sponsorships only. \$500 - \$1000

Areas, Attractions, Contests & Promotional Days -- \$1,500 - \$10,000

Promotional Day and other larger sponsorships are custom created to meet advertising, marketing and community outreach goals. Costs are determined based on a combination of several exposure products and special production items involved in executing fulfillment specifications. Industry Exclusives are available for special pricing not reflected here. All sponsorships opportunities are based upon the approval of CCF.

-Carnival Kid's Park Feature Midway Marketplace Barns Grandstands
 Grandstands Plaza

-JumboTrons Feature-(Fun Science Experience) Cowboy Bootcamp Pig Races Dock Dogs
 Walk on the Wild Side

-Concert Series Rodeo Motor Sports

-Pretty Baby Toddler Trot Diaper Derby Jump Rope Hula Hoop Watermelon Hot dog

Hamburger Pie Frozen T-shirt

-Kid's Day Family Day Prime of Your Life Day Military Heroes Day Weekend Day Entire
Weekend

-Trade or In-Kind Sponsorships are available upon request.

-Trade transactions are based on the following financial guidelines:

-CCF will provide 150% of cash value in exposure products not requiring direct or productions costs.

-CCF products such as tickets, parking passes, production of any marketing or advertising pieces, concert reserved seating or food & beverage products or services will be a direct dollar-for-dollar trade.

Notes: