



For Questions, Contact:
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Sponsorship Benefits

Each sponsorship is personalized. Our goal is to create a marketing campaign that is tailored to you. Contact us with your objectives so we can work together to develop a customized proposal. Below is a snapshot of sponsorship benefits & potential opportunities to begin the conversation.

Major Sponsorship Benefits

- ❖ Reach a strong audience of over 250,000+ people throughout the 10 days of Fair
- ❖ Space for creativity with individualized campaigns tailored to you
- ❖ Wide demographic range of consumers young and old
- ❖ Ability to connect and engage with fairgoers in a fun environment
- ❖ Support the community and demonstrate strong community leadership
- ❖ Increase sales and showcase products to an engaging audience
- ❖ Deliver strong messages through a targeted marketing effort across platforms

Clark County Fair Advertising Inclusion

- ❖ Inclusion in the Fair's robust TV, radio, print, & digital (social media, website, etc.) marketing campaign for our 150th anniversary.

Designation Opportunities

- ❖ Promotional Rights
- ❖ Sponsors of:
 - Presenting day, summer concert series, main feature area, kid's park, contests, special events, etc.

On-Site Visibility/Engagement

- JumboTron announcements
- Voice-of-the-Fair Announcements
- Banner Wall & Fence signage
- Promotional space for displays, sales, sampling, contests, etc.
- Distribution of special offers/coupons

Tickets

- Fair Admission
- Hospitality area opportunities/ catered receptions
- Giveaways

Official Sponsor Package Options

All promotional campaigns are customized. Below gives baseline information on how we can begin to structure a personalized plan.

Official Sponsorship Packages offer these added benefits:

- ❖ Inclusion in the Fair's TV, radio, print, & online (social media/website) marketing campaign when your day/concert/special event is being promoted. Receive premium spots on Fan Fair, JumboTron, Email Blasts, etc.
- ❖ Large "Thank you Sponsor" banner on premium fence line & first priority of premium banner space around the Fairgrounds. This includes banner wall.
- ❖ Included in "Special Section" mentions in the Columbian that Sunday before
- ❖ Voice of the Fair announcements at the top of every hour on your selected day/event
- ❖ Fair Admission Ticket package

Day Sponsor: Sponsor an **ENTIRE DAY** of the Fair and get additional sponsor privileges:

- ❖ Get premium space to welcome customers as they walk in and out of the 5 main entry/exit points. Opportunity to give out appropriate promotional items that best fit with brand message.
- ❖ Heightened priority that goes above and beyond basic marketing campaign inclusion benefits for the selected day.

Concert Series Sponsor: Sponsor the Clark County Concert Series and get these sponsor privileges:

- ❖ Heavy Inclusion in the Fair's robust TV, radio, print, & online (social media/website) marketing campaign when the Summer Concert Series is being promoted.

Feature Area Sponsor: Sponsor the Feature Area Exhibits and get these sponsor privileges:

- ❖ Get premium space to welcome customers as they walk in/out of the feature area. Can give out tchotchkes/coupons (if agreed upon by all parties) etc... that best fits with brand message
- ❖ Opportunity to be incorporated in Feature Area Sponsored exhibits.
- ❖ Banners hung throughout feature area building

Kid's Park Sponsor: Sponsor the Kid's Park and get these sponsor privileges:

- ❖ Naming rights to the entire Kid's Park Area. Will be mentioned for contests taking place in the area. Premium banner space on and around the area.

Special Event Sponsor: (Parades, Contests, Events, Competitions, etc.) Sponsor Special Events and get these sponsor privileges:

- ❖ Package TBD. Personalized based on Special Event and sponsorship size.

On-Site Banner Opportunities (Does not automatically include official Sponsorship benefits listed at the top of this page):

Banner Wall

- ❖ Included on our large Banner Wall facing the main Midway Area. This is a 4 x 10 banner that carries a large volume of traffic throughout all 10 days of the Fair

Grandstand Area

- ❖ Access to banner space on/around the grandstand area. Will see extremely heavy traffic for our most popular events (concerts, motorsports, rodeo, etc.)

Front Wall (Delfel Entrance Way)

- ❖ Banner will have presence on roadway as you enter the Fair. Will see heavy traffic for entire 10 day lifespan of Fair

Arena Boards - Year Round

- ❖ Permission to hang an arena board up in the Dr. Jack Giesy Arena year round. Will extend life of campaign through the year to all shows and events that use the Arena. (Well over 40+ each year)

Exhibition Hall – Year Round

- ❖ Permission to hang a large banner above entrance of exhibition hall doors. Will have presence for entire year. This includes exposure to all shows large and small that we host in our exhibition hall (well over 70+ shows per year).

Again, all campaigns are personalized. Reach out to us if you're interested in a partnership with the Clark County Fair. We look forward to working with you!

