



## **SPONSORSHIP OPPORTUNITES**



**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 list to give some direction of potential opportunities.

### **Major Sponsorship Benefits**

- ❖ Reach a strong audience of over 250,000 people
- ❖ Space for creativity with individualized campaigns tailored to you
- ❖ Fair brings a wide demographic range of consumers young and old
- ❖ Connect and Engage with consumers in a fun environment
- ❖ Support the community and demonstrate 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 TV, radio, print, & online (social media/website campaigns) marketing campaign for our 150<sup>th</sup> 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