



CLARK COUNTY FAIR

SPONSORSHIP OPPORTUNITIES
2024



A photograph of a fair at sunset. The sky is a mix of orange, pink, and light blue. In the foreground, there are several flags: a red flag on a tall pole, a blue flag, and a group of colorful flags (purple, yellow, and pink). To the right, a crowd of people is visible, including a young girl in a floral dress. In the background, there are signs for 'Curly Chicken' and 'WIKI LAND IN CLUB'.

ABOUT US

The Clark County Fair is an annual event in Clark County, Washington. Throughout the 10-day Fair, residents will travel from all over WA and OR to attend this event. Fair patrons will find great entertainment, delicious food, an exciting carnival, one-of-a-kind art and presentations, shopping, sharing of agriculture, Grange Youth events, and so much more. Each year, over 200,000 people attend the Clark County Fair. No matter what an individual's age or interests are, there's something for everyone at the Clark County Fair. Come be a part of *Summer's Best Party*. A great way to get involved with the Fair is sponsorship.

OUR CREATIVE
MARKETING TEAM
WOULD BE HAPPY TO
TAILOR A
SPONSORSHIP TO
YOUR NEEDS

- Reinforce your brand identity
- Establish relationships
with your potential clients
/ customers
- Grow community's
awareness of your brand
- Showcase products

WHY SPONSORSHIP AT THE FAIR?

Sponsorship is a marketing technique that works for all types of industries, businesses and organizations! Because of the creative and open-ended nature of sponsorship marketing, the opportunities are endless.

With the wide demographic of consumers that attend the Fair, even the most established brands can benefit from a sponsorship. Not only does sponsorship allow you to personalize your business by putting a face to the name and reinforce the tone / identity of your brand, it allows you to build a personal relationship with your potential customers or clients. With relationships comes trust, and repeated business. Are you a newer brand? Great! This is your perfect opportunity to get your brand in front of a wide range of audiences.



SPONSORSHIP BENEFITS

- Hospitality Packages Available for picnics, receptions, award functions, etc. onsite during
- Fair Concert ticket packages
- Admission tickets and Parking Passes packages
- Inclusion opportunities in the Fair's Digital, Television, Radio, and Print advertising
- Social Media Promotions
- Activation or Booth Space
- Inclusion on the JumboTron Screens placed in high traffic areas throughout the Fair
- Recognition on Fair website as a sponsor via a displayed linkable logo on front page
- On site signage and optional additional signage tailored to your sponsorship package
- On site unique branded opportunities like tent cards, photo boards, etc.
- Daily PA mentions by Fair announcer
- Various cross promotion opportunities
- Opportunity for inclusion in directional lining painted to direct to different gates
- Participation opportunity in the opening day parade

SPONSORSHIPS



- **General Sponsorship**
 - Activation Space / booth
 - Recruiting space / booth
- **Day Sponsorship**
- **Attraction Sponsorship**
 - Featured Attraction
 - Animal Attraction
- **Fair Contests**
- **Sponsored Stations / rest areas**
 - Charging Stations
 - 'parklet' areas
 - Photo boards



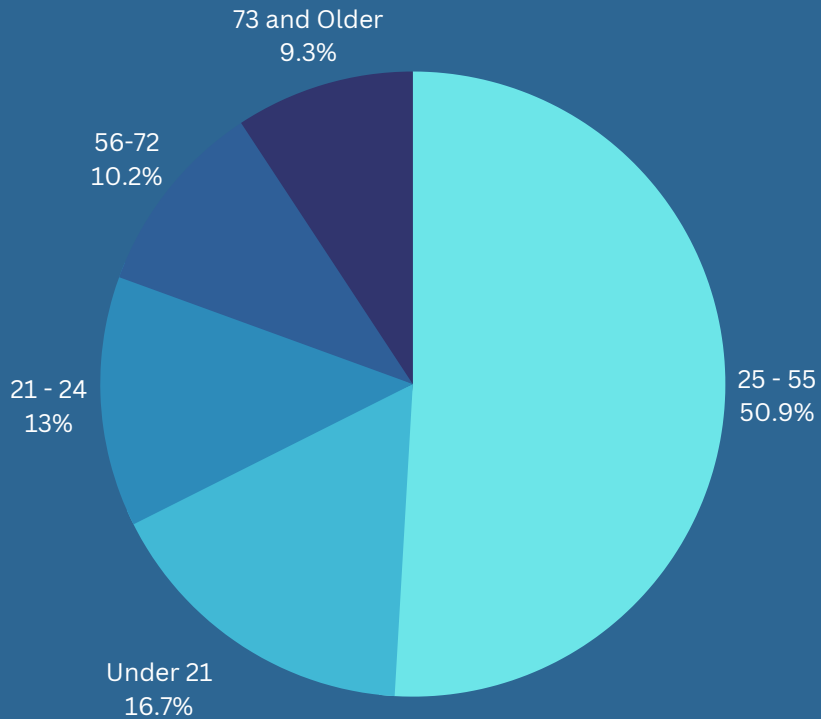
NAMING RIGHTS & PRESENTING SPONSORSHIP



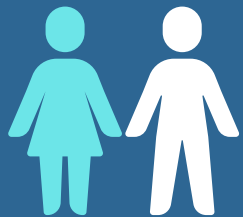
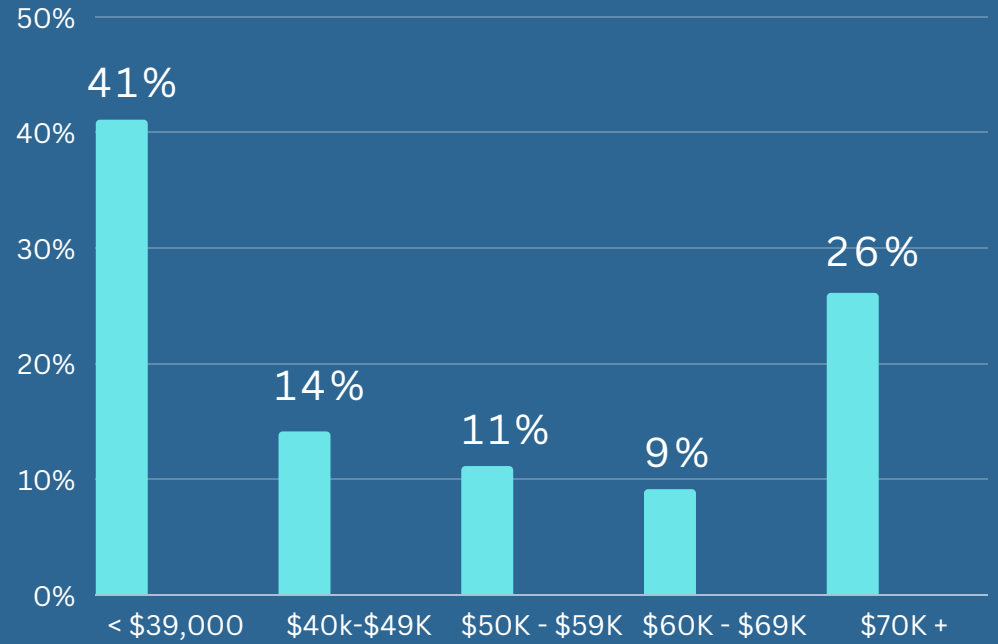
- **Grandstand Sponsorship**
 - Holds motorsports and concerts
- **Grandstand Plaza Sponsorship**
 - High Traffic area near grandstands
- **Kid's Stage Sponsorship**
 - Holds Kids shows and contests
- **Fair Presenting Sponsorship**
 - Most extensive naming rights option

DEMOGRAPHICS

Age Distribution



Annual Household Income



57% 43%



46% Married

