

SPONSORSHIP & ADVERTISING CONTRACT

Williams County Fair

Superintendent
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Montpelier, Ohio 43543

Assistant Superintendent
Matt Kennedy
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Find us on Facebook at WCOFair or on the web at www.wcofair.com

Williams County Fair
September 12th – 19th, 2020

For OFFICE use ONLY	
Received Date	_____
Paid in Full	_____
Received By	_____

We invite you to promote your business and support the 4H / FFA youth of the great Williams County Fair. The combination of opportunities with the Sponsorship Committee and the Advertising Committee are almost endless. Every dollar counts! Your support goes miles to help underwrite the costs of the fair and in turn helps us to support the youth, the projects and make the fair a huge success with all the guests. The Williams County Fair on average has over 55,000 people through our fair gates over the 8 day period. That is excellent exposure for your business advertisement. While we have several predefined levels and opportunities, we can tailor a package that best suits your needs. Don't see what you are looking for.....call Dave or Matt today!

Please Print Legibly

BUSINESS NAME: _____

CONTACT NAME: _____ PHONE #: _____

ADDRESS: _____ FAX #: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

From Page 2 of the Sponsorship & Advertising Contract, enter the total amount due: \$ _____ .00

PAYMENT PROCESSING

CASH _____ CHECK # _____ (Make Checks payable to Williams County Agricultural Society)

VISA/MASTERCARD # _____ EXPIRES _____

CARDHOLDER NAME _____ THREE DIGIT CODE _____

(Credit Card Payments have a courtesy fee added to the transaction total)

2019 WILLIAMS COUNTY FAIR PRICING SHEET – Sponsorship & Advertising Contract

MAIN EVENT SPONSORSHIP OPTIONS

Event Name	Platinum	Gold	Silver	Bronze
Free Entertainment Stage	_____ \$2000 & up	_____ \$1000 - \$1999	_____ \$500 to \$999	_____ \$250 to \$499
<i>Platinum Level; • name recognition on social media and fair printed materials • PA announcements • 2 weekly passes • 2 premium parking permits</i>				
<i>Gold Level; • name recognition on social media and fair printed materials • PA announcements • 1 weekly pass • 1 premium parking permit</i>				
<i>Silver Level; • name recognition on social media and fair printed materials • PA announcements</i>				
<i>Bronze Level; • name recognition on social media and fair printed materials • PA announcements</i>				
Demo Derby Sponsor	_____ \$2000 & up	_____ \$1000 - \$1999	_____ \$500 to \$999	_____ \$250 to \$499
<i>Platinum Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby • 4 pit passes for the Derby • 4 daily passes • 4 premium parking permits</i>				
<i>Gold Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby • 2 pit passes for the Derby • 2 daily passes • 2 premium parking permits</i>				
<i>Silver Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby • 1 daily pass</i>				
<i>Bronze Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby</i>				

SECONDARY EVENT SPONSORSHIP OPTIONS

	Gold	Silver	Bronze	Sponsorship Level Incentives
All County Band Show	□	□	□	Gold Level \$1000 & Up; Name recognition on social media & fair printed materials, PA announcements day of the event Silver Level \$999 to \$500; Name recognition on social media & fair printed materials, PA announcements day of the event Bronze Level \$499 to \$250 ; Name recognition on social media & Fair printed materials; PA announcements day of the event.
Cheer Competition	□	□	□	
Youth Night	□	□	□	
Combine Demo Derby	□	□	□	

ALTERNATIVE SPONSORSHIP AREAS

Item Name	Amount	R	Item Name	Amount	R
Annual Bike Giveaway	\$ 100.00	□	King & Queen Coronation	\$ 250.00	□
Harness Racing Blanket	\$ 100.00	□	Kids Fishing Derby	\$ 100.00	□
Daily Gate Sponsor	\$ 500.00	□	Kids Tractor Pull Event	\$ 100.00	□
Full Day Co-Sponsor of the Fair	\$ 1000.00	□	Kids Coin Find Event	\$ 100.00	□
Livestock Show Sponsor	\$ 250.00	□	Shuttle Sponsor (full week)	\$ 400.00	□
4H Livestock Judge Sponsor	\$ 150.00	□	Front Fence Banner (3' x 4')	\$ 220.00	□
Gillette Cultural Arts Sponsor	\$ 250.00	□	Website/Facebook Banner Ad	\$ 100.00	□

FAIRBOOK 2020 ADVERTISING OPTONS

Inside Front Cover (\$250 b/w \$300 color)	\$ _____	Business Card (\$30 b/w \$50 color)	\$ _____
Inside Back Cover (\$250 b/w \$300 color)	\$ _____	1/8 Page ad (\$50 b/w \$75 color)	\$ _____
Outside Back (\$350 color Only)	\$ _____	1/4 Page ad (\$100 b/w \$125 color)	\$ _____
Full Inside Page (\$200 b/w \$250 color)	\$ _____	1/2 Page ad (\$150 b/w \$175 color)	\$ _____

Must be submitted by the April 1st deadline to be included in the 2020 Fair Book

THANK YOU! The Board of Directors wishes to express our sincere appreciation for your support of the 4H & FFA youth of the Williams County Fair for your sponsorship, support and advertising contribution.