



2022 Lane Agricultural Fair

Sponsorship/Donation Request

Dear Friends of Lane Fair,

The 2022 Lane Agricultural Fair is rapidly approaching. Our annual air is scheduled for Thursday, August 4 through Saturday, August 6, and this year's theme is "Small Town, Big Fun!". The Lane Fair was established in 1892 and its purpose continues to be "The fostering, encouraging, and developing of Agricultural, Horticulture, Domestic Industry, Mechanics, Household Economy, Stock raising and the dissemination of useful information on these subjects".

The Lane Agricultural Fair Association is committed to providing a family-friendly free fair that includes 4-H and Open Class exhibits, a horse show, a parade, live bands, street dances, educational presentations, and inflatable games. The Lane Agricultural Fair is one of the last summer fairs where local 4-H members will have an opportunity to talk showcase their animals and projects.

This year we have many exciting events and activities planned and we need financial support from people like you, so we can provide a quality fair experience for both the participating youth and the Lane community, in general.

Less than 10% of our budget is provided by local government and a free fair provides limited opportunities for revenue. To supplement those funds, the Fair Board conducts various fundraisers throughout the year, including monthly Bingo games, ticket sales for a quilt raffle and a cash 50/50 raffle. The Fair also receives space rental fees from food trucks and craft/flea market vendors, as well as benefiting from the proceeds of the pie contest auction. However, these funds are not sufficient to cover the operating costs of the annual fair.

Attached to this letter you will find a flyer showing how you can contribute. The included Lane Fair Sponsorship Information will also provide you with a clear picture of how we plan to advertise and acknowledge your sponsorship to the surrounding communities. Again, our hope is that you, as a potential donor, see the value in contributing to the Lane Agricultural Fair.

Your sponsorship/donation will help ensure that "One of the Biggest Little Fairs in Kansas" continues a 130-year tradition of good family fun and an attraction we can all be proud to present.

Thank you for your Support,

The Lane Agricultural Fair Board

The Lane Agricultural Fair Association is a 501(c)(3) charitable organization (EIN 84-3496227).
Your donation may be deductible. Please consult your tax advisor.

Lane Agricultural Fair Association
PO Box 43
Lane, KS 66042
www.laneagriculturalfair.org

Be a Lane Agricultural Fair Sponsor!

The 2022 Fair will be held on August 4 - 6.

The fun, open atmosphere of a community-driven agricultural fair offers businesses like yours a chance to creatively market and promote your products and/or services, engage consumers, generate leads, make sales, and build a positive community image throughout Franklin County and the region. Our Ribbon Sponsorship Program offers many ways to support the fair while promoting your business/organization.



Reach diverse audiences and gain unparalleled exposure. Information placed on the Lane Agricultural Fair webpage <https://laneagriculturalfair.org/sponsors> will run from date of sponsorship until May 2023.

Champion – \$1,000 or more

- Acknowledgement on posters/flyers and in radio and newspaper ads
- Prominent logo, business name, description, and link on Lane Agricultural Fair's website
- Periodic messages on official Lane Agricultural Fair social media (Facebook/Instagram)
- Full page advertisement in the Sponsor section of the 2022 Lane Agricultural Fair Premium List and Program
- Banner presented during parade and subsequently at Show Arena and/or Indoor Exhibits
- Sponsorship acknowledgement throughout the 3-day event
- Prominent logo at sponsored attraction location (if applicable)

Reserve Champion – \$750 - \$999

- Acknowledgement on posters/flyers and in radio and newspaper ads
- Prominent logo, business name, description, and link on Lane Agricultural Fair's website
- Periodic messages on official Lane Agricultural Fair social media (Facebook/Instagram)
- Full page advertisement in the Sponsor section of the 2022 Lane Agricultural Fair Premium List and Program
- Banner presented during parade and subsequently at Show Arena and/or Indoor Exhibits
- Sponsorship acknowledgement throughout the 3-day event
- Prominent logo at sponsored attraction location (if applicable)

Blue Ribbon – \$500 - \$749

- Acknowledgement on posters/flyers and in radio and newspaper ads
- Prominent logo, business name, description, and link on Lane Agricultural Fair's website
- Periodic messages on official Lane Agricultural Fair social media (Facebook/Instagram)
- Full page advertisement in the Sponsor section of the 2022 Lane Agricultural Fair Premium List and Program
- Banner presented during parade and subsequently at Show Arena and/or Indoor Exhibits
- Sponsorship acknowledgement throughout the 3-day event
- Prominent logo at sponsored attraction location (if applicable)

Red Ribbon – \$300 – \$499

- Acknowledgement on posters/flyers and newspaper ads
- Prominent logo, business name, description, and link on Lane Agricultural Fair's website
- Periodic messages on official Lane Agricultural Fair social media (Facebook/Instagram)
- Full page advertisement in the Sponsor section of the 2022 Lane Agricultural Fair Premium List and Program
- Sponsorship acknowledgement throughout the 3-day event



2022 Lane Agricultural Fair

Sponsorship/Donation Form

Donor Name:	Contact Name:
Address:	
Phone:	Email:
Sponsorship/Donation amount: \$	

Levels of Sponsorship (please check one)

- Champion** **\$1,000 plus**
- Reserve Champion** **\$750 - \$999**
- Blue Ribbon** **\$500 - \$749**
- Red Ribbon** **\$300 - \$499**

Please make checks payable to the: “Lane Agricultural Fair Association”

Please mail checks to:

Lane Agricultural Fair Association
PO Box 43
Lane, Kansas 66042

You may choose to pledge your sponsorship, however, please note that pledged funds are **due no later than May 6, 2022**, to be acknowledged in published advertising materials.

Please complete the Pledge information below:

Pledged amount: \$ _____ (**due by May 6, 2022**, to meet advertising deadline)

Signature: _____ Date: _____

The Lane Agricultural Fair Association is a 501(c)(3) charitable organization (EIN 84-3496227). Your donation may be deductible. Please consult your tax advisor.