



LORAIN COUNTY FAIR

23000 Fairgrounds Road, Wellington, OH 44090
(440) 647-2781 • Fax (440) 647-4544
Email: cnikel@loraincountyfair.com



ON THE WEB:
loraincountyfair.com

2012 Sponsorship Opportunities

Fair Dates: August 20 – 26

Partnerships with our sponsors are vital to the success of the Lorain County Fair and beneficial to our sponsors with exposure to a wide variety of people and ages. Our attendance for the 2011 fair was more than 150,000. Sponsorship is a great way to support your county fair and a valuable investment in your business! We have many sponsorship packages available or call Charisse at the Fair Office at (440) 647-2781 to design a package that suits your specific needs.

Friends of the Fair/Website Listing – \$50

Sponsor name listed on our website (includes logo and link to your website) and in our premium book as a "Friend of the Lorain County Fair" (to be listed in the premium book, sponsorship must be made by April 15).

Parking Barrels – \$65 first year, \$10 renewal each succeeding year

Sponsor name placed on a parking barrel to be used in the parking lot during fair week.

Premium Book Advertisement – \$90 half-page (3.5" wide x 3.25" high), \$150 full-page (3.5" wide x 6.5" high); \$225 back inside cover color; \$250 front inside cover color; \$250 back cover color

Sponsor provides ad content (.pdf file preferred) to be placed in the advertising section of the premium book, which is distributed to all those who buy membership tickets or submit an entry in the fair the previous year. More than 2,500 premium books are distributed. All ad copy must be submitted by **April 15**.

Picnic Tables/Fair Benches – \$150

Choose a name plate for a picnic table or routed name for a bench placed throughout the fairgrounds for fair visitors to sit, relax, and enjoy the fair.

Pony Ring/Horse Ring Banners – \$150 per year

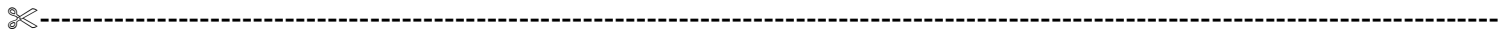
Sponsor provides banner to display in a panel around our horse/pony rings during fair week. Limited number available. Must make a three-year commitment with 20% down for second and third year.

Senior Citizens Day Activities (Thursday) – \$250

Celebrate our senior community! Sponsor would provide senior activities at sponsor's expense. Space available for banner or sign at site of event.

People Movers – \$250 per vehicle side

Be the first advertisement they see! Sponsor provides banner or sign that will be placed on our highly visible people movers, used to transport fair guests from their vehicles to the fair gates, giving you week long exposure to appreciative fair visitors.



If you are interested in any of these sponsorship opportunities, please return this portion to Lorain County Fair, 23000 Fairgrounds Road, Wellington, OH 44090; call (440) 647-2781; or email cnikel@loraincountyfair.com.

Name _____ Phone Number _____

Company _____ Email _____

Please contact me about the following sponsorship opportunity: _____

Enclosed is a check for: _____ \$50 Friends of Fair _____ \$150 Fair Bench _____ \$150 Picnic Table
Please list exact way you would like Friends of Fair listing to read or bench or picnic table plate to be engraved:

Enclosed is a check for an ad (.jpg or .pdf file must be emailed to cnikel@loraincountyfair.com) in the premium book for a: _____ half page @ \$90 OR _____ full page @ \$150 (call if interested in cover ads)

Free Entertainment Schedule – \$300

Sponsor provides logo to be added to the flyer listing our free entertainment – available at the gates and fair office and downloadable from our website.

Show Tickets – \$300

Sponsor provides logo to be placed on front of all show tickets to a single event.

Entrance Gate Banners – \$500 per gate

Sponsor provides banner(s) to be displayed fair week at Entrance Gates 1, 3, 4, and/or 6.

Senior Citizens Day King & Queen (Thursday) – \$500

Two lucky senior citizens will be crowned King & Queen of the Lorain County Fair – be a sponsor of this new event! Space available for company banner or sign at site of event, name listed on program given at event and on our free entertainment handout as a sponsor of this event.

Cornhole Tournament – \$500

Your name listed on sign-up sheets for entrants. Space available for company banner or sign at site of event.

County Tractor Pull OR MotoCross – \$500

Sponsor provides banner or company sign with your name on the day of the event in the grandstand area. 4 one-day gate admissions and 4 preferred tickets for the sponsored day.

Combine Derby OR Demo Derby OR Diesel Truck Pull – \$1,000

Sponsor provides banner or company sign with your name on the night of the event in the grandstand area. 4 one-day gate admissions and 4 preferred tickets for the sponsored night.

Grandstand Banner – \$1,000

Sponsor provides banner to be displayed fair week on the back of the grandstand.

Main Stage Frame Banner – \$1,000

Sponsor provides banner to be displayed during event on the Main Stage frame in front of the grandstand. Space availability dependent on type of event and our commitments with other sponsors. 4 one-day gate admissions and 4 preferred tickets for the sponsored night.

Naming Rights of Event – \$1,000

Sponsor's name added to event name (available for Diesel Truck Pull, Combine Derby, and each Demo Derby). Naming rights only – does not include trophies. Must have commitment by April 15 to be listed in premium book and on promotional posters and brochures. Name will be announced throughout show and printed on show tickets. 4 one-day gate admissions and 4 preferred tickets for the sponsored night.

Pavilion II Banner – \$1,000

Sponsor provides banner to be displayed fair week on Pavilion II (behind Fair Office).

Sponsor of the Day – \$3,000

- **2 banners** (provided by sponsor) displayed in a prominent location in the grandstand area;
- **4 tickets** to the grandstand event scheduled that day;
- Lorain County Fair **website listing** as "Sponsor of the Day";
- **MC announcements** as "Sponsor of the Day" prior to the start of the grandstand event and, if applicable, periodically throughout the event;
- **permission to hand out promotional items**, i.e. literature, magnets, etc., to event-goers as they enter the grandstand (all handouts must be approved by the designated Fair Board representatives prior to distribution and no sales of any nature will be permitted);
- **25 one-day gate admission tickets** to the Lorain County Fair;
- **one full-page advertisement** in the Lorain County Fair Premium Book (sponsor to provide all ad copy by April 15);
- **1 or 2 VIP passes to park** in a prominent location inside the fence.