



# **PARTNERSHIP PROPOSAL**

## **2023**

2021 Tennessee Association of Fairs  
Division A Champion



**For over 160 years, the White County Fair has brought people together. Family and friends, business owners and consumers, rural and urban communities for one common goal; to celebrate all White County has to offer! The event happens at the end of summer, so come enjoy a warm day or cool night - the fair says fall is just around the corner. White County prides itself in the rich tradition of the local county fair, and we look forward to welcoming you to the 2023 White County Agricultural Fair.**

**The tireless work of our board and volunteers, and the loyal support of our community combine to make the White County Agricultural Fair an amazing event. It is with the help of our amazing sponsors that we can continue putting on and growing our Fair. The White County Fair strives to be an all-encompassing family event. We invite you to help support the future of our youth and ag-tourism in White County by becoming a 2023 Sponsor. All donations help us to continue to provide a wholesome, educational venue for the youth and community of White County.**

**There are many advantages of Fair sponsorship. Supporting an exciting, old-fashioned country fair creates a positive environment, associating your company with wholesome family fun, great entertainment and pride for local family farms and agriculture. Your good will demonstrates community connectedness that is priceless. In 2022, White County welcomed over 122,000 attendees!**

**The White County Fair Board hopes your organization will consider supporting the White County Fair and  
THANK YOU in advance for being a part of something great!!**

*Sincerely,*

*White County Fairboard Members*

## **CHAMPION PARTNERS: \$5000 & UP**

- Listed as a sponsor for one premium event
- 4' x 8" Banner displayed at Main Entrance and Arena
  - Company provided banners due to Fairboard by 9/1
- Business/Organization/Name on sponsor boards (located at front entrance and Grandstand)
- Social Media spotlights
- Business/Organization/Name or Logo on the White County Fair website Sponsorship page
- Stage mention at ALL events
- Special mention at our opening ceremonies.
- Mention in all radio ads.
- Business Name or Logo listed on Fair Catalog's "Support our Sponsors" page (due by 6/15)
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)
- Designated business location for Fairbook Distribution

## **BLUE RIBBON SPONSOR \$2500-\$4999**

- Listed as a sponsor for one premium event
- 4' x 8" Banner displayed at Main Entrance and Arena
  - Company provided banners due to Fairboard by 9/1
- Business/Organization/Name on sponsor boards (located at front entrance and Grandstand)
- Social Media spotlights
- Special mention at our opening ceremonies.
- Business/Organization/Name or Logo on the White County Fair website Sponsorship page
- Business Name or Logo listed on Fair Catalog's "Support our Sponsors" page (due by 6/15)
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)
- Designated business location for Fairbook Distribution

## **GRANDSTAND SPONSOR \$1000-\$2499**

- 4' x 8" Banner displayed at Main Entrance and Arena
  - Company provided banners due to Fairboard by 9/1
- Special Mention at a Premium Event
- Business/Organization/Name on sponsor boards (located at front entrance and Grandstand)
- Social Media spotlights
- Business/Organization/Name or Logo on the White County Fair website Sponsorship page
- Business Name or Logo listed on Fair Catalog's "Support our Sponsors" page (due by 6/15)
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)
- Designated business location for Fairbook Distribution

## **SILVER STAR \$500-\$999**

- 4' x 8" Banner displayed at Main Entrance and Arena
  - Company provided banners due to Fairboard by 9/1
- Business/Organization/Name or Logo on the White County Fair website Sponsorship page
- Business/Organization/Name on sponsor boards (located at front entrance and Grandstand)
- Business Name or Logo listed on Fair Catalog's "Support our Sponsors" page (due by 6/15)
- Social Media spotlight
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)

## **FRIENDS OF THE FAIR \$250-\$500**

- 1 4'x6' Banner supplied by the Sponsor displayed at the Main Gate for the duration of the Fair.
- Business/Organization/Name on sponsor boards (located at front entrance and Grandstand)
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)
- Saturated plugs during the entire Fair

## **THE FAIREST OF THE FAIR SPONSOR**

- 1 - 4'x6' Banner supplied by the Sponsor displayed for the duration of the Fair. (Banners can be purchased through the Fair Board)
- Mentions and Promotions on all social media platforms
- Announcements throughout Fair Week and during the Fairest of the Fair Pageant
- Sponsor logo with link to sponsor website posted on Pageant Page of White County Fair
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)

### **Pageant In-Kind Sponsor**

In-Kind Sponsorship can be provided through hair or makeup services, clothing or accessory donation. Donations made that exceed \$500 can place a banner at the Fair, all other donations in the form of goods or services will be listed on the In-kind Donation Banner.



# Specific Sponsorships:

## **LIVESTOCK SHOW SPONSOR | \$75 - \$150**

(BEEF, DAIRY, HORSE, PONY, SHEEP, GOAT, POULTRY, MULE, HOG, & PET SHOW)

- Banner supplied by the Sponsor displayed during the show
- Sponsor name or logo listed in Fair Catalog (due by 6/15)
- Sponsor announced during the span of the show & on Facebook event pages

## **ROAD SIDE FENCE BANNER | \$150 + COST OF BANNER (\$25)**

- 2' x 3' Banner displayed on ball field fence
- Displayed 1 month prior to fair - 2 weeks after fair
- Fairboard will keep the banner and reuse for the following year
- Artwork supplied by Sponsor (due 7/31)

## **GOLF CART | \$300 PER CART OR \$1200 FOR THE FLEET**

- Company logo placed on "Fair Directors" golf cart for the week
- Sponsor the fleet for the week and your company logo placed on all "Fair Directors"
- (1) Media Day pass (good for 4 people) per cart sponsored.
- (1) Fair Season Pass per cart sponsored.
- Listed as a sponsor in the Fairbook (due by 6/15)

## **ARENA PACKER | \$400 PER SIDE**

- Company banner displayed on the packer to be seen during events used
  - Banner to be company provided to the fairboard by 9/1
- (1) Additional banner to be displayed on fairgrounds fence
- (2) Media Day passes (good for 4 people) per side sponsored
- (2) Fair Season Passes per side sponsored
- Listed as a sponsor in the Fairbook

## **YEAR LONG GRANDSTAND SPONSOR**

- Minimum of 2 year commitment
- 4x6 metal sign with your logo displayed on the back of the Fair Grandstands. Initial cost of \$350 (for sign purchase and installation) \$500 for first year - \$500 for the following year
- 1 season pass per \$250 donated
- 1 media day pass per \$250 donated (good for 4 people)

## EVENT SPONSORSHIPS

- Antique Tractor Pull
  - Demolition Derby
    - (minimum of \$500 sponsorship)
  - Truck & Tractor Pull
    - (minimum of \$500 sponsorship)
  - Rodeo (total event cost \$9000)
    - 9 Rodeo Event Sponsors each \$400
  - 4 Wheeler & Motorcycle Races
  - Petting Zoo
  - Farmer for a Day
  - Senior Citizens Day
  - Baby Pageant
  - Lego Build Contest
  - Talent Competition
  - Track & Field Night
  - Backhoe Competition
  - County Fair Cruz-In
  - Kiddie Tractor Pull
  - Power Wheels Demolition Derby
  - Corn Hole Tournament
- Banner supplied by the Sponsor displayed at Main Gate and/or inside arena during event
  - Sponsor name or logo listed in Fair Catalog (due by 6/15)
  - Sponsor announced during the event & on Facebook event pages
  - 1 season pass per \$250 donated
  - 1 media day pass per \$250 donated (good for 4 people)

## COMMERCIAL BUILDING SPACE

- Booth rentals available - pricing starting at \$150 - contact us for details

## IN-KIND DONATIONS

Want to have a great impact at a smaller cost? In-kind donations will be accepted and appreciated to help improve the overall function of the White County Fair. All In-kind donators are encouraged to contact the Fair Board Representatives for details. In-kind donators with a \$100.00 value will receive:

- Business or Personal name listed in the Fair Program if the donation is received before the printing deadlines (June 1st)
- Donator listed on White County Fair Website
- In-Kind Donators listed on a banner and announced during the Fair

Suggested In-kind donations: Arena Panels, Printing Services, Paint, Cleaning Services, Fairground maintenance items, Sound Equipment, Lumber, Rock, Mowing, etc.

Royalty Services: Hair, Make-up, Clothing Equipment and/or labor is greatly appreciated

*Thank you for considering being a partner with the White County Fair!  
We appreciate your support of this community event more than you know!*

**WE WELCOME ALL SPONSORS TO**

# *Media* **NIGHT**

**THURSDAY, AUGUST 31, 2023**

- **Media Night is an event for sponsors, members of the media, and their families**
- **We welcome sponsors in free of charge**
- **Food vendors provide samples**
- **James Gang opens rides free of charge**
- **Fair board members give tours of the grounds**

"The White county Fair board hit a home run with this addition! We have always sponsored the fair and enjoyed our time there. But this was next level! My children were able to ride all the rides they wanted, and my wife and I were able to enjoy meeting with other sponsors and tasting the fair food. The fair board members were on hand to answer questions and give us tours and historical information about the grounds that really made the venue come to life. I highly recommend becoming a sponsor and supporting this amazing event."



-Landon

"Thank you to the White county Fair board for Sponsor Appreciation Night. My family and I had a blast and look forward to attending again next year!"



-Missie

"This event was amazing! My entire family enjoyed the food, rides and tour of the grounds. This event provided by the White County Fair Board just made my sponsorship even more valuable!"



-Brad

	Champion	Blue Ribbon	Grandstand	Silver Star	Friends of the Fair	Fairest of the Fair	Event Only
Stage Mention at ALL Events							
Mention in Radio Ads							
1 Premium Event Sponsorship							
Special Mention at Opening Ceremonies							
Special Mention at (1) Premium Event							
Designate Business location for Fairbook Distribution							
Logo on Fair Website							
Business listed in Fair Catalog's "Support Our Sponsors"							
Name on Sponsor Boards on Fairgrounds							
Social Media Spotlights							
Company Banner Displayed at Main Entrance Gate and/or Event							
1 Season Pass per \$250 Donated							
1 Media Pass per \$250 Donated (good for 4 people)							



# Sponsorship Form:

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

To secure your sponsorship please return this contract by June 1st, 2023 to be included in the Fair Catalog:

## Please check:

- ☐ Champion Partner: \$5000.00+
- ☐ Blue Ribbon Sponsor \$2500-\$4999
- ☐ Grandstand Sponsor \$1000-\$2499
- ☐ Silver Star Sponsor \$500-\$999
- ☐ Friends of the Fair \$250-\$500

- ☐ Fairest of the Fair Sponsor
- ☐ Livestock Show \_\_\_\_\_
- ☐ Road Side Fence Banner \$125 + \$25 Banner
- ☐ Golf Cart \$300
- ☐ Arena Packer \$400
- ☐ Year Long Grandstand \$350 Sign + \$500

## Specific Event Sponsorships:

- ☐ Antique Tractor Pull \_\_\_\_\_
- ☐ Demolition Derby (minimum of \$500 sponsorship) \_\_\_\_\_
- ☐ Truck & Tractor Pull (minimum of \$500 sponsorship) \_\_\_\_\_
- ☐ Rodeo \_\_\_\_\_
- ☐ 9 Rodeo Event Sponsorships available \$400 each
- ☐ Monster Truck \_\_\_\_\_
- ☐ 4 Wheeler & Motorcycle Races \_\_\_\_\_
- ☐ Petting Zoo \_\_\_\_\_
- ☐ Farmer for a Day \_\_\_\_\_
- ☐ Senior Citizens Day \_\_\_\_\_

- ☐ Baby Pageant \_\_\_\_\_
- ☐ Lego Build Contest \_\_\_\_\_
- ☐ Talent Competition \_\_\_\_\_
- ☐ Track & Field Night \_\_\_\_\_
- ☐ Backhoe Competition \_\_\_\_\_
- ☐ County Fair Cruz-In \_\_\_\_\_
- ☐ Kiddie Tractor Pull \_\_\_\_\_
- ☐ Power Wheels Demolition Derby \_\_\_\_\_
- ☐ Corn Hole Tournament \_\_\_\_\_
- ☐ Commercial Building Booth \_\_\_\_\_

**SPONSORSHIPS** need to be secured and paid by August 1st, 2023 to ensure inclusion in all marketing opportunities. Failure to do so may result in losing some marketing opportunities listed as part of your package.

**FAIR BOOK SPONSOR PAGE:** Deadline for sponsorships to be included in the Fair Catalog's "Support our Sponsors" page and "Event Pages" is June 15, 2023.

**BANNERS** need to be provided by sponsors. Please deliver or ship your banner to the Fair Grounds by September 1st. Sponsors are welcome to retrieve their banner within one week of the conclusion of the fair at the Secretary's office. Hours will be posted.

**Certain sponsorships are on a first-serve basis due to limited availability - we will do our best to accommodate any and all requests. Major events will not have competing sponsors of the same industry or trade.**

For more information or questions about sponsorship opportunities:  
Call/Text: Sara Farris 931.261.8707 or Jerica Halliburton 260.580.9443  
Email: [whitecosponsorship@gmail.com](mailto:whitecosponsorship@gmail.com)

Mail To:  
White County Fair  
131 S. Main St.  
Sparta, TN 38583  
Make checks Payable to:  
**White County Fair**