



PARTNERSHIP PROPOSAL 2025

In 2025, the White County Fair will celebrate 170 years of bringing people together. It's a time for family and friends, business owners and customers, and rural and urban communities to unite with one shared goal: to honor all that White County has to offer! Held at the end of summer, the fair is the perfect way to enjoy warm days and cool nights, reminding everyone that fall is just around the corner. White County takes great pride in the longstanding tradition of its county fair, and we can't wait to welcome you to the 2025 White County Agricultural Fair. In 2024, more than 20,000 ticketed visitors passed through the fairgrounds, creating lasting memories.

The hard work of our board, volunteers, and the continued support from the community make the White County Agricultural Fair an incredible event. We invite you to help ensure a bright future for our youth and the growth of agri-tourism in White County by becoming a 2025 sponsor. Your generous contributions not only cover fair expenses and entertainment but also support ongoing building and property maintenance, keeping the fairgrounds in great shape year after year.

Sponsoring the fair comes with many benefits. By supporting this exciting, traditional country fair, your company will be associated with wholesome family fun, top-notch entertainment, and a deep sense of pride in our local farms and agriculture. It's a chance to show your commitment to the community—something truly invaluable.

The White County Fair Board hopes your organization will consider partnering with us for the 2025 fair. Thank you in advance for being part of something truly special!

Sincerely,

White County Fairboard Members

2024 Tennessee Association of Fairs Division A Champion
2023 Tennessee Association of Fairs Division A 2nd Runner Up
2021 Tennessee Association of Fairs Division A Champion

WHITE COUNTY FAIR

Sponsorship Levels

Platinum Sponsorship Package | \$10,000

- Listed as titled sponsor for 2 Premium Events
- 1 Embedded video on Website (pre-approved)
- Social media video from Business location (pre-approved)
- Speaking opportunity at Opening Ceremonies
- Two 4' x 8' Banners displayed at Main Entrance and Arena
 - (Company provided banners due to Fair Board by 8/15)
- Business/Organization/Name on sponsor board (located at Front Entrance and Grandstand)
- Social Media Spotlights prior to Fair Week
- Social Media Sponsored Ads with business information (pre-approved)
- Business/Organization/Name or Logo on the White County Fair website Home page
- Stage mention at ALL events
- Mention in all radio ads.
- Business Name or Logo listed on Fair Catalog's "Support our Sponsors" page (logo due by 5/15)
- 40 season passes & 40 media day passes (each media pass is good for 4 people)
- Designated business location for Fair Book Distribution

Champion Sponsorship Package | \$5000

- Listed as a sponsor for one premium event
- 4' x 8' Banner displayed at Main Entrance and Arena
 - (Company provided banners due to Fair Board by 8/15)
- Business/Organization/Name on sponsor boards (located at Front Entrance and Grandstand)
- Social Media Spotlights prior to Fair Week
- 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 (logo due by 5/15)
- 20 season passes
- 20 media day passes (each pass is good for 4 people)
- Designated business location for Fair Book Distribution

Blue Ribbon Sponsorship Package | \$2500

- Listed as a sponsor for one premium event
- 4' x 8' Banner displayed at Main Entrance and Arena
 - (Company provided banners due to Fair Board by 8/15)
- Business/Organization/Name on sponsor boards (located at Front Entrance and Grandstand)
- Social Media spotlights prior to Fair Week
- 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 (logo due by 5/15)
- 10 season passes
- 10 media day passes (each pass is good for 4 people)
- Designated business location for Fair Book Distribution

Red Ribbon Sponsorship Package | \$1000

- 4' x 8' Banner displayed at Main Entrance and Arena
 - (Company provided banners due to Fair Board by 8/15)
- 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 (logo due by 5/15)
- 4 season passes
- 4 media day passes (each pass is good for 4 people)
- Designated business location for Fair Book Distribution

WHITE COUNTY FAIR

Sponsorship Levels

Silver Star Sponsorship Package | \$500

- 4' x 8' Banner displayed at Main Entrance and Arena
 - (Company provided banners due to Fair Board by 8/15)
- 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 (logo due by 5/15)
- 2 season passes
- 2 media day passes (each pass is good for 4 people)

Friends of the Fair Sponsorship Package | \$250

- 1 4'x6' Banner supplied by the Sponsor displayed at the Main Gate for the duration of the Fair.
 - (Company provided banners due to Fair Board by 8/15)
- 1 season pass
- 1 media day pass (each pass is good for 4 people)
- Saturated plugs during the entire Fair

Livestock Show Sponsor | \$150

(Beef, Dairy, Horse, Pony, Sheep, Goat, Poultry, Mule, Hog, & Pet Show Available)

- Banner supplied by the Sponsor displayed during the show
- Sponsor name or logo listed in Fair Catalog (due by 5/15)
- Sponsor announced during the the show & [on Facebook event pages](#)

Fence Banner | \$150

- Banner provided by the sponsor to be displayed on chain link fence
 - (Company provided banners due to Fair Board by 8/15)
- Displayed prior to the fair

Year Long Grandstand Sign Sponsor

- Minimum of 2 year commitment
- 4x6 metal sign with your logo permanently displayed to the Fair Grandstands.
 - Initial cost of \$350 (for sign purchase and installation) \$500 for first year - \$500 for the following year
- 2 season passes
- 2 media day passes (each pass is good for 4 people)

Premium Events Available for Sponsorship

- Demolition Derby (minimum of \$1000 sponsorship)
- Truck & Tractor Pull (minimum of \$500 sponsorship)
- Rodeo (minimum of \$500)
- 4 Wheeler & Motorcycle Races
- Petting Zoo
- Farmer for a Day
- Baby Pageant
- Kid's Day
- Heavy Equipment Competition
- County Fair Cruz-In

- 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 5/15)
- 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)

WHITE COUNTY FAIR
Sponsorship Levels

Commercial Building | Vendor Spaces

- Inside Commercial Spaces:
\$225.00 for profit businesses & political - \$125.00 for non profit
- Outdoor Vendor spaces - limited availability

WE WELCOME ALL SPONSORS TO

Media
NIGHT

THURSDAY, AUGUST 28, 2025

- Media Night is an event for sponsors, members of the media, and their families
- We welcome sponsors in FREE of charge with their friends & family
- Food vendors provide food samples
- James Gang opens rides free of charge
- Each media night pass is good for 4 people over the age of 6

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

Sponsorship Form:

Business Name: _____

Contact: _____ Contact Number: _____

Mailing Address: _____

Email: _____

To secure your sponsorship please return this contract by June 1st, 2025 to be included in the Fair Catalog:

Please check:

- | | |
|---|---|
| <input type="checkbox"/> Platinum Partner: \$10,000 | <input type="checkbox"/> Fairest of the Fair Sponsor \$500 |
| <input type="checkbox"/> Champion Partner: \$5000 | <input type="checkbox"/> Livestock Show \$150 |
| <input type="checkbox"/> Blue Ribbon Sponsor \$2500 | <input type="checkbox"/> Road Side Fence Banner \$125 + \$30 Banner |
| <input type="checkbox"/> Red Ribbon Sponsor \$1000 | <input type="checkbox"/> Year Long Grandstand \$350 Sign + \$500 |
| <input type="checkbox"/> Silver Star Sponsor \$500 | <input type="checkbox"/> Commercial Building |
| <input type="checkbox"/> Friends of the Fair \$250 | |

Specific Event Sponsorships:

- | | |
|--|--|
| <input type="checkbox"/> Antique Tractor Pull | <input type="checkbox"/> Baby Pageant |
| <input type="checkbox"/> Demolition Derby (minimum of \$1000 sponsorship) | <input type="checkbox"/> Kid's Day |
| <input type="checkbox"/> Truck & Tractor Pull (minimum of \$500 sponsorship) | <input type="checkbox"/> Heavy Equipment Competition |
| <input type="checkbox"/> Rodeo (minimum of \$500 sponsorship) | <input type="checkbox"/> County Fair Cruz-In |
| <input type="checkbox"/> 4 Wheeler & Motorcycle Races | <input type="checkbox"/> Power Wheels Demolition Derby |
| <input type="checkbox"/> Farmer for a Day | <input type="checkbox"/> Petting Zoo |

SPONSORSHIPS need to be secured and paid by August 1st, 2025 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, 2025.

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
Jerica Halliburton 260.580.9443
Brent Young 931.261.6318

Email: whitecofairsponsorship@gmail.com

Mail To:
White County Fair
131 S. Main St.
Sparta, TN 38583

Make checks Payable to:
White County Fair