



PARTNERSHIP PROPOSAL 2024

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

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

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 6/15)
- 40 season passes & 40 media day passes (each 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 6/15)
- 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 6/15)
- 10 season passes
- 10 media day passes (each pass is good for 4 people)
- Designated business location for Fair Book Distribution

WHITE COUNTY FAIR

Sponsorship Levels

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 6/15)
- 8 season passes
- 8 media day passes (each pass is good for 4 people)
- Designated business location for Fair Book Distribution

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.
- 1 season pass
- 1 media day pass (each pass is good for 4 people)
- Saturated plugs during the entire Fair

Fairest of the Fair Sponsor | \$500

- 1 - 4'x6' Banner supplied by the Sponsor displayed for the duration of the Fair. (Banners can be purchased through the Fair Board)
- Social Media Spotlight on Fairest of the Fair Facebook page
- Announcements during the Fairest of the Fair Pageant
- Sponsor logo with link to sponsor website posted on Pageant Page of White County Fair
- 2 season passes
- 2 media day passes (each pass is 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.

Livestock Show Sponsor | \$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 5/15)
- Sponsor announced during the the show & on Facebook event pages
- 4 Fair day passes

WHITE COUNTY FAIR

Sponsorship Levels

Road Side Fence Banner | \$125 + cost of banner (\$30)

- 2' x 4' Banner displayed on ball field fence
- Displayed 1 month prior to the fair - 1 month after the fair
- Fairboard will keep the banner and reuse for the following year
- Artwork/Logo supplied by Sponsor (due 6/31)
- 4 Fair day passes

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)

Specific Events Available for Sponsorship

- Antique Tractor Pull
- 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
- Power Wheels Demolition Derby

- 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)

Commercial Building | Vendor Spaces

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

*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 30, 2024

- **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 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

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:

- | | |
|---|---|
| <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, 2024 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, 2024.

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