



PARTNERSHIP PROPOSAL

2026

The White County Fair is more than a week of events. It's a tradition built by the people and businesses who believe in this community. While the fair brings families together, celebrates agriculture, and creates opportunities for youth, none of it happens without the support of our sponsors.

Because of that support, the White County Fair was honored as the 2025 Tennessee Association of Fairs Champion of Champions. That recognition belongs to the sponsors, volunteers, and community partners who continue to invest in what this fair represents.

Sponsor partnerships help fund livestock shows, youth exhibits, scholarships, facility improvements, and affordable entertainment for families across White County. They allow us to preserve our agricultural roots while continuing to grow an event that welcomes thousands each year.

This year, that recognition gives us a stronger platform across the state and creates an even greater opportunity for businesses to align with a fair that is making an impact beyond our county. Joining us as a sponsor means being part of something that supports local youth, agriculture, and community while gaining visibility across Tennessee.

When a business chooses to sponsor the fair, it is not just supporting an event. They are investing in local kids, local agriculture, and the future of our community!



Sincerely,
White County Fairboard Members

2025 Tennessee Association of Fairs Champion of Champions

2024 Tennessee Association of Fairs Division A Champion

2023 Tennessee Association of Fairs Division A 2nd Runner Up

WHITE COUNTY FAIR

Sponsorship Levels

Sponsorships directly support youth livestock shows, scholarships, facility improvements, and family programming at the White County Fair.

Presenting Sponsorship Package | \$10,000

- Listed as title sponsor for two premium fair events
- Recognition as an Official Sponsor for two days of the fair
- Speaking opportunity at Opening Ceremonies
- Stage recognition during major fair events
- Social media video or business spotlight (pre-approved)
- Premier logo placement on the White County Fair website home page
- Social media recognition throughout the fair season
- Two company-provided 4' x 8' banners displayed at both Main Entrance and Arena
- Business name or logo on sponsor boards located at Front Entrance and Grandstand
- Business name or logo listed in the Fair Catalog "Support our Sponsors" page
- Designated business location for Fair Book distribution
- Outdoor Arena Booth space for Official Sponsor Day
- 40 season passes
- 40 media day passes (each pass valid for 4 people)
- (Company provided banners due to Fair Board by 8/15 | logo due by 5/15)
- Limited number of sponsorships available***

Champion Sponsorship Package | \$5000

- Listed as sponsor for one premium fair event
- Recognition as an Official Sponsor of one day of the fair
- Special mention during Opening Ceremonies
- Social media spotlight prior to fair week
- Social media recognition throughout the fair season
- Business name or logo featured on the White County Fair website Sponsorship page
- Two company-provided 4' x 8' banners displayed at Main Entrance and Arena
 - (Company-provided banners due to Fair Board by 8/15 | logo due by 5/15)
- Business name or logo on sponsor boards located at Front Entrance and Grandstand
- Business name or logo listed in the Fair Catalog "Support our Sponsors" page
- Designated business location for Fair Book distribution
- 20 season passes
- 20 media day passes (each pass valid for 4 people)
- Limited number of sponsorships available***

Blue Ribbon Sponsorship Package | \$2500

- Listed as sponsor for one premium event or designated fair activity
- Recognition as an Official Sponsor of one day of the fair
- Special mention during Opening Ceremonies
- Social media recognition tied to sponsored day
- Business name or logo featured on the White County Fair website Sponsorship page
- Two Company-provided 4' x 8' banners displayed at Main Entrance and Arena
 - (Company-provided banners due to Fair Board by 8/15 | logo due by 5/15)
- Business name or logo on sponsor boards located at Front Entrance and Grandstand
- Business name or logo listed in the Fair Catalog "Support our Sponsors" page
- Designated business location for Fair Book distribution
- 10 season passes
- 10 media day passes (each pass valid for 4 people)
- Limited number of sponsorships available***

WHITE COUNTY FAIR

Sponsorship Levels

Event Sponsorship Package | \$1000

- Recognition as sponsor of a designated fair event or activity
- Social media recognition tied to sponsored event
- Business name or logo featured on the White County Fair website Sponsorship page
- Company-provided 4' x 8' banner displayed at Main Entrance
 - (Company-provided banners due to Fair Board by 8/15 | logo due by 5/15)
- Business name or logo on sponsor boards located at Front Entrance and Grandstand
- Business name listed in the Fair Catalog "Support our Sponsors" page
- 4 season passes
- 4 media day passes (each pass valid for 4 people)

Friends of the Fair Sponsorship Package | \$500

- Recognition as a community supporter of the White County Fair
- Business name or logo listed on sponsor boards
- Company-provided Banner displayed at Main Entrance
 - (Company-provided banners due to Fair Board by 8/15 | logo due by 5/15)
- Group social media thank-you recognition
- 2 season passes
- 2 media day passes (each pass valid for 4 people)

Year Long Grandstand Sign Sponsor | \$500

- Permanent logo placement on a 4' x 6' sign displayed on the Fair Grandstands for one full year
- Continued visibility beyond fair week during all grandstand events
- Initial sign cost of \$350 (one-time production), \$500 annual sponsorship renewal thereafter
- 2 season passes
- 2 media day passes (each pass valid for 4 people)

Fair Supporter Sponsorship Package | \$250

- Recognition as a supporter of the White County Fair
- 1 4' x 6' banner displayed 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 valid for 4 people)

Livestock Show Sponsor | \$150

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

- Recognition as sponsor of a specific livestock show
- Sponsor announcement during the show and recognition on Facebook event coverage
- Business name listed in the Fair Catalog on the show page
- Banner displayed during the show (provided by sponsor by 8/15)

Fence Banner | \$150

- Banner displayed along the perimeter chain link fence during the fair week
 - (Company provided banners due to Fair Board by 8/15)
- High-visibility placement in heavy traffic areas
- Banner displayed prior to the start of fair week

Bathroom Sponsors | \$100

- Bathroom sponsors receive advertisement placement inside one designated fair restroom for the duration of fair week. Sponsors responsible for flyer design
- Limited availability – 5 total sponsors | first come, first served

WHITE COUNTY FAIR Sponsorship Levels

Premium Activities Available for Sponsorship

- Demolition Derby (minimum of \$1000 sponsorship)
 - Truck & Tractor Pull (minimum of \$500 sponsorship)
 - Redneck Racing
 - 4 Wheeler & Motorcycle Races
 - Petting Zoo
 - Farmer for a Day
 - Baby Pageant
 - Kid's Day
 - Heavy Equipment Competition
 - County Fair Cruz-In
 - Fairest of the Fair
- 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:
 - \$250 for profit businesses & political - \$150 for non profit
- Outdoor Vendor spaces:
 - 30/50 Amp \$250 - 110/220 \$150 - No electricity \$125

All spaces are on a first-come, first-served basis.

WE WELCOME ALL SPONSORS TO

Media
NIGHT

THURSDAY, AUGUST 27, 2026

We welcome sponsors and their friends and family free of charge

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 May 15th, 2026 to be included in the Fair Catalog

Package Sponsorships:

Designed for maximum exposure and long-term partnership

- | | |
|--|---|
| <input type="checkbox"/> Presenting Partner: \$10,000 | <input type="checkbox"/> Fair Supporter \$250 |
| <input type="checkbox"/> Champion Partner: \$5000 | <input type="checkbox"/> Year Long Grandstand (Initial \$350 Sign Cost + \$500) |
| <input type="checkbox"/> Blue Ribbon Sponsor \$2500 | <input type="checkbox"/> Livestock Show \$150 |
| <input type="checkbox"/> Event Sponsor \$1000 | <input type="checkbox"/> Fence Banner Sponsorship \$150 |
| <input type="checkbox"/> Friends of the Fair Sponsor \$500 | <input type="checkbox"/> Bathroom Sponsor \$100 |

Individual Event Sponsorships:

Great for businesses wanting to support a specific night, program, or audience

Total Sponsorship Amount (If multiple events are selected) _____

- | | |
|--|--|
| <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"/> Redneck Racing | <input type="checkbox"/> County Fair Cruz-In |
| <input type="checkbox"/> 4 Wheeler & Motorcycle Races | <input type="checkbox"/> Power Wheels Demolition Derby |
| <input type="checkbox"/> Monster Truck | <input type="checkbox"/> Farmer for a Day |
| <input type="checkbox"/> Antique Tractor Pull | <input type="checkbox"/> Baby Pageant |
| <input type="checkbox"/> Professional Wrestling | <input type="checkbox"/> Petting Zoo |
| <input type="checkbox"/> Fairest of the Fair | |

SPONSORSHIPS need to be secured and paid by August 1st, 2026 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 May 15, 2026.

ALL BANNERS to be provided by sponsors. Please deliver your banner to a Fairboard Member or dropped off at True North Real Estate by September 1st. Sponsors are welcome to retrieve their banner within one week of the conclusion of the fair or leave in storage for following year. Hours will be posted.

Certain sponsorships are available on a first-served 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: Jerica Halliburton 260.580.9443
Email: whitecofairsponsorship@gmail.com



Link to Online Form



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

Make checks Payable to:
White County Fair