

14th Annual

WILLIAMSON COUNTY FAIR

Franklin, Tennessee • August 3 - 11, 2018



SPONSOR INFO KIT

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...about us



This August, Williamson County will present its 14th annual *Williamson County Fair*. Thirteen years ago, Williamson County revived the county fair after a 50-year hiatus and it was a smashing success. Over 1600 volunteers on over 85 committees are now planning for an even bigger and better Fair this year looking to entertain and educate 215,000+ fairgoers.

The Fair would love for your business or organization to become a Corporate Partner of our event! The Fair offers traditional and non-traditional sponsorships through on-site corporate presence combined with creative activation that can provide your company with a unique and rewarding experience. Additionally, the Fair also has numerous out of the ordinary sponsorship opportunities for extraordinary sponsors. Our many opportunities will help your business connect with your target demographic, in a fun, relaxed setting while taking advantage of the mass exposure and community goodwill the Williamson County Fair will provide.



...event profile



CATEGORY.....Festival, Fairs and Non-Sports Events

LOCATION.....Williamson County AgExpo Park
Franklin, Tennessee

DATES.....August 3-11, 2018

GEOGRAPHIC AREA.....Regional (Middle Tennessee)

METROPOLITAN AREA.....Nashville, Tennessee MSA

FREQUENCY.....Annual

YEARS EVENT HAS EXISTED.....13

COUNTY INFO.....Top 10 Most Affluent Counties in the Country
Most Affluent County in Tennessee
Fastest growing County in TN

EVENT TIDBITS.....One of the Largest events in the State
Largest event in Williamson County

EVENT STATUS.....Non-profit, 501C-3

PRIOR YEAR'S ATTENDANCE.....215,000+

SPONSOR RETENTION RATE.....over 93%

WEBSITE.....WWW.WILLIAMSONCOUNTYFAIR.ORG



...partners



A sampling of past and present Corporate Partners, the real *STARS* of the event, that help make the Fair possible:

A collection of logos for various corporate partners, arranged in a grid on a white background. The logos include:

- Purity
- ATMOS energy
- verizon wireless
- Kitchen Craft. THE ORIGINAL WATERLESS COOKWARE
- Kubota
- twicedaily
- Publix.
- GAC GREAT AMERICAN GARDEN CENTER
- Charley's GOOD FOOD, GOOD TIMES
- TSC TRACTOR SUPPLY CO
- JOHN DEERE
- Cigna
- Williamson MEDICAL CENTER
- LAMAR
- CUMULUS
- NISSAN
- comcast.
- h.h.gregg appliances & electronics
- PEPSI
- dpc Doane Pet Care
- LOTTERY TENNESSEE
- Middle Tennessee Electric Membership Corporation



...what's in it for us

'Big Picture' benefits you will receive as part of your Sponsorship



- ★ **Increase brand loyalty**
Loyal customers are a company's most valuable asset. Our customers are your customers.
- ★ **Create awareness & visibility**
The wide exposure Fairs enjoy in both electronic and print media provides sponsors with vast publicity opportunities.
- ★ **Change/reinforce image**
Sponsorship can create, change or reinforce a brand image.
- ★ **Drive retail traffic**
Companies use the assets of their sponsorships to create traffic-building promotions (i.e., couponing through the Fair catalog).
- ★ **Showcase community responsibility**
Studies show Customers are saying they are willing to reward or punish companies with their wallets based on corporate citizenship.
- ★ **Drive sales**
Use as a hook to drive sales.
- ★ **Sample/display brand attributes**
Showcase product benefits.
- ★ **Entertain clients**
Can be highly relevant to companies that value the opportunity to spend a few hours with clients and prospects and solidify business relationships.
- ★ **Narrowcasting**
Hone in on a niche market without any waste.
- ★ **Recruit/retain employees**
Ability to provide incentives for a company's workforce.
- ★ **Merchandising opportunities**
Fair season related merchandise
- ★ **Incenting retailers, dealers and distributors**
As an incentive or a pass-through right for vendors
- ★ **Differentiate product from competitors**
Platform to tell why your more unique than your competitor



...opportunities



At the Williamson County Fair there are a number of ways for a sponsor to connect with the Fair-going audience. One of the ways we make your company's involvement really stand out is by allowing your group to be a naming sponsor of a specific area, event, or attraction. As a naming sponsor, your company's name becomes synonymous with what you are sponsoring which ensures maximum exposure. Anytime we (or anybody else) refer to your specific area, event, or attraction, we will say "Presented By (insert your name here)!"



A sampling list of the Fair's numerous past sponsorable opportunities:

- Cultural Arts Pavilion
- Bluegrass Stage
- Nightly Fireworks
- Barbeque Cook-Off
- V.I.P. Hospitality Village
- Covered Warm-Up Arena
- Fair Maps
- Pocket Guide Sponsor
- Main Stage
- Discount Promotions
- Free Day at the Fair
- Dollar Day
- Awards, Trophy, and Plaques
- Around Town Milking Cow
- Government Day
- Beauty Pageant Competitions
- Ticket Sales Outlet Sponsor
- Petting Zoo
- K-9 Extreme show
- Bikes, Boards, and Blades Show
- Character Under Construction
- Paul Bunyan Lumberjack Show
- Life Sciences Exhibit
- IGX Adrenaline Jam
- Family Fun Zone
- Ticket Back
- "Day at the Fair" Sponsorship
- Parking Sponsorship
- Midway Sponsorship
- Volunteers Lounge
- Picnic Pavilion
- Sponsor Appreciation Night
- Parking Hanger Backs
- Little 1's Farming Exhibit
- First Aid Stations
- Fair 5K Race
- Senior Day
- Mothers' "BABY CARE" Stations
- Sampling
- Barnyard Animals
- Corporate Picnic
- The Historic Village
- The "Fun Guide" Pamphlet
- Fair Daily Sheets
- Portable Toilets / Restrooms
- Media Center
- Helping Hands at the Fair
- Courtesy Carts
- Elvis Competition



...exposure

THE TENNESSEAN
WILLIAMSON A.M.
 FRIDAY, AUGUST 3, 2007



This year's fair is cool ... really
 Hunka hunka burnin' love won't be so hot with new air conditioning in place

By DONNIE BURCH
Staff Writer

FRANKLIN — If your experiences at previous Williamson County fairs included sweating in the August heat, you're in for a cool treat that gets open today for the six-day event.

Top among the new offerings for this year's fair is a \$2.5-million air-conditioning system installed this spring to cool the building at the center of the Ag Expo Park.

That means many of the top fair events, such as the 10th annual Blue Yonder concert, a concert with Whisperer Bill Anderson and the crowning of Ms. Senior Williamson County Queen Senee Eise, will be a chilly contrast rather than blazing hot.

Another bonus to this year's fairs, especially those on a budget, is about 15 acres of free parking at the Long Lane Fairgrounds. For those who park in the farthest corner of the lot, shade trees will run continuously, dropping pavilions off near the front gate.

Centennial High Road Broomers will help with parking and traffic flows. A portion of the revenue from Williams County Fair is used to fund the fair.

For much more on the Williamson County Fair, including information on ride safety, food, animal exhibits, live music and more, go to tennessean.com/williamson, or call 615-895-3333 on the Williamson County Fair page.

PHOTO BY TERRY W. WOOD

THE TENNESSEAN
Weekend
 AUGUST 3-4-5



James Morrison hits town with John Mayer
 PAGE 10

COMEDY
Paula Poundstone laughs it up at TPAC
 PAGE 10

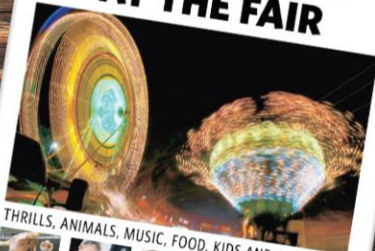
MOVIES
Matt Damon is at the top of his spy game
 PAGE 10

AUGUST 3 | 4 | 5

BIG-TIME FUN AT THE FAIR
 Williamson County kicks things off

After only (13) short years, the Williamson County Fair has already become a strong brand with an amazing amount of free media exposure.

2007 WILLIAMSON COUNTY FAIR
YOU'LL FIND IT AT THE FAIR



THRILLS, ANIMALS, MUSIC, FOOD, KIDS AND, YES, ELVIS

WORLD SECTION | THE TENNESSEAN | AUGUST 3, 2007

Help page
 Metro checks events for already pairing. Page 48.

LOCAL NEWS
 What to talk about
 Ridge collapse highlights cost of ribbon journalism. Page 58.

FRIDAY, AUGUST 3, 2007

Road work won't stop even for flood of fairgoers

When Paul Morris drove to the Williamson County Fair last year, he spent about 30 minutes to go half a mile toward the aim.

The not really a county fair kind of guy, but a was relatively new and he wanted to support a "Morrison said.

His interest waned in the heavy traffic, and he turned around and went back to his Franklin home.

The trip was a day and a half.

Mr. Boop
 State
 Howard

The closures will accommodate work on the new Millbrook Drive interchange, which will improve corporate access to Nissan North America.

Officials weigh options
 It's a delicate balance.

It was not an alarm, but the fact that it was a traffic jam, said Morris, who said he had to wait 30 minutes to get to the fairgrounds.

"We need to have these closures, and we're trying to wrap this project up, but we are going to keep an eye on how the traffic flows," Douglas said.

"We're going to try to keep the traffic flow as smooth as possible when traffic is heavy," Douglas said.

Douglas said the fair was considering ways that would provide an alternate route to crowded lots, even before the lane of the road closures.

"What kind of the closures, he expressed surprise.

"Hopefully, it won't be a huge deal," he said. "Cutting out of the south won't be an issue, but from Nashville, there's not really any other way to get there."

Even persons coming from the south could have their problems, though. Starting Monday, highway crews will be repaving U.S. 58.

WILLIAMSON COUNTY FAIR

Ride inspector works hard to keep thrills, prevents spills



Health official also inspects Daniel Emerson, left, and safety inspector Jan Coakley work on the ride cars up by a lift.

Frank's list of jobs before the Williamson County Fair starts Friday.

Attention to detail, multiple checks are keys to safety

By DONNIE BURCH

FRANKLIN — The heavily anticipated Williamson County Fair is about to get underway, and the safety of the rides is a top priority for the fair's safety inspector, Daniel Emerson.

Emerson, who has been with the fair for several years, said that the safety of the rides is the most important part of his job.

"I have to make sure that every ride is safe and that every car is secure," Emerson said.

He said that he has to check every part of the ride, from the cars to the tracks to the support structure.

"It's a lot of work, but it's a very important job," Emerson said.

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WILLIAMSON COUNTY FAIR

Pageant judges see double



Twins enter their first competition just for fun of it

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...sponsorables ²



Below, is a *sampling* of some of our past Sponsorable events, activities, or attractions along with a description of each:

BMX BIKES, BOARDS, AND BLADES STUNT SHOW - With the average show lasting 30 minutes in length, the teeth clenching stunt bike show is full of the back flips, front flips, 360's, 540's and gliding spinning stunts! This BMX Stunt Team leaves a positive and lasting impression with our spectators long after the show is over. This stunt show features the world's most extreme bicycle stunt riders in a spectacular, non-stop, action-packed show.

GREAT AMERICAN FRONTIER SHOW - Our Nations heritage comes alive through the excitement of the Great American Frontier Show. A tribute to the frontier people and animals that built America! Much more than an extraordinary entertainment package, these shows feature demonstrations of natural animal behavior, wildlife and environmental conservations, and the do's and don'ts of human interaction with wild animals, all while demonstrating the old-fashioned value of our ancestors who founded our great country.

BEAUTY PAGEANT COMPETITIONS - It doesn't get any more nostalgic than the annual Fairest of the Fair beauty pageant competitions. This annual spectator favorite includes 3 days of pageants for a multitude of age groups (Baby/Toddlers, Petite Miss, Little Miss, Teen Miss, Fairest of the Fair and even a Senior Pageant for contestants 55 and over). Each contestant brings a swarm of friends and family to cheer them on in this annual tradition. The winner of the Fairest of the Fair competition represents Williamson County in the State Fairest of the Fair pageant.

FAIR MAPS - This opportunity is an excellent way to literally put your company's name in every hundreds of thousands of people's hands. It is very tough to navigate 80 acres of fun and entertainment without a map which is why every fairgoer will use one during their visit. Handheld and poster size display maps are available throughout the Fair site, as well as on the internet, and in hundred of thousands of Fair Guide Magazines, newspaper inserts, and Fair Programs.

VOLUNTEER LOUNGE - The *Volunteer Lounge* is an air-conditioned area that serves as the on-site headquarters for the Fair's 1600(+) volunteers. During the Fair, this area will be open every hour of the Fair providing an air-conditioned area for the Volunteers to relax as well as providing free snacks and beverages. Make an impact on these volunteers who are donating their time at the Fair. This opportunity includes title sponsorship of the Volunteer Lounge and potentially a Volunteer Appreciation Party.

FAIR DAILY SHEETS - Daily Sheets are brightly colored pamphlets which showcases the Fair's entertainment line-up and highlights events and programs. Daily Sheets are a daily update of what's happening at the Fair. Several thousand are printed each day and distributed to each entrance during all (9) days of the fair.

AWARDS, TROPHYS, PLAQUES - This is an excellent opportunity for a sponsor to attach themselves to a real "feel good" part of the Fair. Throughout the Fair, thousands of fair contestants will be competing for approximately 1,000 different ribbons, trophies, and plaques. Each award will tagged with a card recognizing the sponsor as making the awards possible by being the "Official Award Provider" of the Fair along with the sponsor's logo as well as a congratulatory note from the sponsor.



...benefits

As part of your sponsorship package, you will receive numerous benefits. A sampling of sponsorship benefits, depending on your level, are listed below:



EVENT/ACTIVITY NAMING RIGHTS

- *MEDIA INCLUSION (Radio)
- *MEDIA INCLUSION (Television)
- *MEDIA INCLUSION (Print)
- *MEDIA INCLUSION (Web)

BANNERS / SIGNAGE

- EXHIBITOR / BOOTH SPACE
- FREE TICKETS

OFFICIAL PARTNER STATUS

DAY SPONSOR

GIVEAWAY SPONSOR

'CORPORATE PARTNER' DISPLAY

PROPERTY MARKS AND LOGOS

RIGHT OF FIRST REFUSAL

COMMEMORATIVE GIFT

V.I.P PASSES

EMPLOYEE DAY

WEBSITE ADVERTISING

WEBSITE RECOGNITION

WEBSITE INCLUSION

THANK YOU ADS INCLUSION

POSTER INCLUSION

FAIR MAP INCLUSION

FAIR NEWSLETTER INCLUSION

EMCEE MENTIONS

FAIR CATALOG INCLUSION

PRIORITY PARKING PASSES

COMPANY SPOKESPERSON

COUPONING

ACCESS TO FAIR MASCOT

FAIR "SPOTLIGHT" SPONSOR

PROMOTIONAL STATUS

EVENT CREATION

DISPLAY SPACE

EXCLUSIVITY

ADVANCE TICKET SALES OUTLET

(*for certain dollar level sponsors)



...media inclusion

Certain Sponsor levels provide for the opportunity for logo inclusion or name mention in the Fair's numerous marketing collateral pieces (to include: event posters, billboards, fliers, print media, electronic media, web media, radio advertising, etc.).

(Event Posters)



(Fair Catalogs)



(Billboards)



(Event Fliers)



...facilities



The centerpiece of the 110-acre Williamson County Agricultural Exposition Park (known as the AgPark) is the AgPark Arena. The Arena has over 175,000 square feet of climate controlled space and stadium style seating for 4,180 people. The footing has been thoughtfully engineered to create an exceptional base for everything from livestock events to trade shows. When carpet is placed on the arena floor, the venue is beautifully transformed into exhibition and convention space.

With over 35,000 square feet, the mezzanine has plenty of versatility, and enough size to provide a place for vendor setup, foot traffic, or additional seating. Spacious restrooms are conveniently located on the mezzanine's southwest and northeast corners.

Additionally, the AgPark has numerous covered buildings as well as an outdoor arena included in their footprint. Manier Arena is 110-feet by 190-feet and is located behind the warm-up arena, and to the south of the barns.

The warm up arena is 100-feet by 200-feet and is adjacent to the main arena. It can be accessed by the main arena through the west roll-up doors. The warm-up arena's footing is consistent with the main arena, and has lights, electrical drops, and a sound system that syncs with the main arena.



...about our area ¹

About Williamson County, Tennessee:



Home to corporate giants such as Nissan North America and 30 of the 50 fastest growing companies in the Nashville region, Williamson County also boasts a workforce that is made up of 21% entrepreneurs. With a proven track record of attracting and growing business, Williamson County offers a superior quality of life with large class A business parks, historic ambience and upscale suburbs within its six unique cities. Many people select this area for their families, due to the reputation of the nationally ranked and state leading Williamson County School System. Franklin also has 7 community colleges in the area.



About Franklin, Tennessee:

Franklin and the unique communities of Williamson County are located approximately 20 miles south of downtown Nashville, Tennessee, and considered part of the Nashville Metropolitan Area. Easily accessible via Interstate 65, Franklin is located in the heart of Middle Tennessee, a scenic and cultural treasure of beautiful rolling countryside woven intricately with quaint small towns, metropolitan landscapes and a rich heritage of traditions. Franklin was incorporated in 1799, having been named after the inventor and scientist Ben Franklin. In the years prior to the Civil War, Williamson County was one of the wealthiest counties in Tennessee and Franklin was the center with its thriving plantation economy.



...about our area ²



Best Places to Get Ahead
Williamson County (4th) –
Forbes.com

One of the Top 10 best American Neighborhoods Downtown Franklin Historic District - American Planning Association

One of Best Small Cities for Startups Franklin - *Business Week*

1 of 12 Distinctive Destinations Nationwide Franklin - National Trust for Historic Preservation

Best Small Town in America Franklin (5th) - *Southern Living*

Best Places to Get Ahead Williamson County (10th) -
Forbes.com

Rated in Highest County Job Growth Rate in U.S. - Williamson County U.S. Department of Labor

Best Places to Live Franklin - *Money Magazine (2008)*

Best places to Retire Franklin - *Money Magazine (2003)*

America's Richest Counties Williamson County (13th)

Highest Personal Per Capita Income Williamson County - U.S. Census Bureau

"Hot Town" Brentwood - *Money Magazine*

6 Local Schools On the Top High Schools in America List - *Newsweek*

#1 Destination in the United States for "people looking to get off the beaten path" – referring to Puckett's Grocery in Leiper's Fork - Rand McNally (the travel and mapping company)

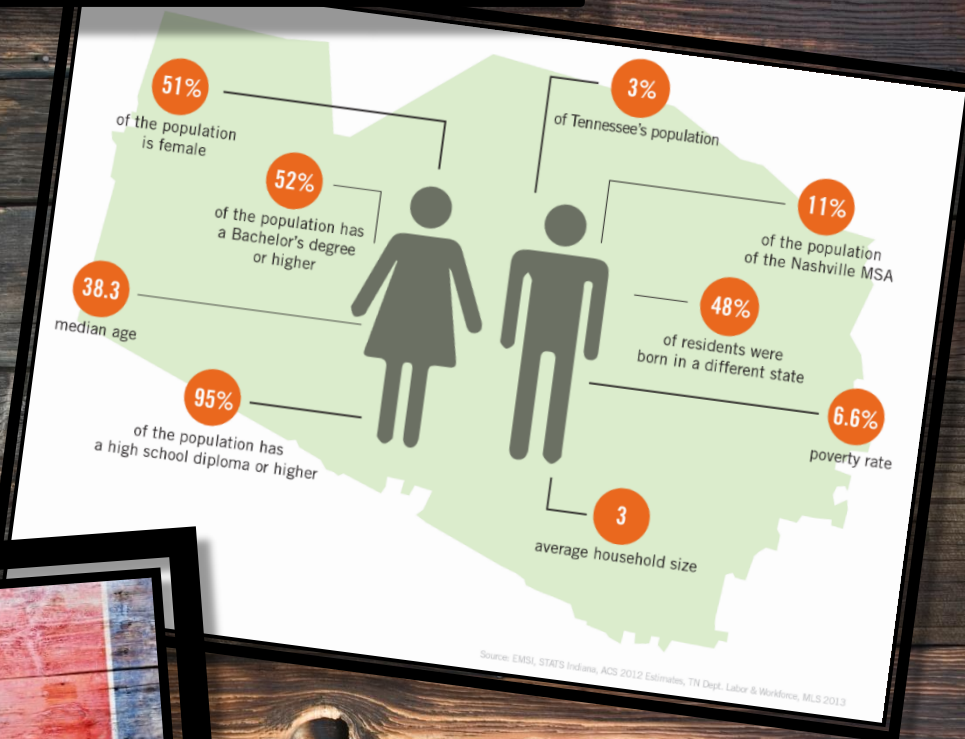


...demographics



Williamson County, Tennessee is part of the Nashville MSA's population that is nearing 2 million people. The current population of Williamson County is 200,921 with the median age of 38. Williamson County's median household income is \$88,952, and the average household net worth is \$835,636.

	Williamson County	Tennessee	United States
Population	200,921	7.57M	320.100M
Median ★ Household Income	\$88,952	\$44,300	\$52,746
Average ★ Household Net Worth	\$835,636	\$377,752	\$484,469
Median Age	38 years	38 years	37 years



...contact us



FOR MORE INFORMATION REGARDING SPONSORSHIPS
OR EMPLOYEE DAYS PLEASE CONTACT US AT:



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Sponsorships and Employee Days
Williamson County Fair
615.424.6717 / Direct
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www.WilliamsonCountyFair.org / Web

Mark your calendars!
14th Annual
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August 3rd – 11th, 2018





Thank You For Considering A Partnership With Us!!



Williamson County Fair Association, Inc., P.O. Box 329, Franklin, TN 37065 | 615.424.6717

williamsoncountyfair.org