CLAY COUNTY AGRICULTURAL FAIR

2493 State Road 16 West
Green Cove Springs, FL 32043
904-284-1615
tasha@claycountyfair.org

Sheryl Hartzog
Sponsorship Director

Dear Fair Sponsor,

We are excited to begin planning for our 2019 Clay County Annual Agricultural Fair. This will be our 33rd fair! We are a 501(c) 3, non-profit organization, which is affiliated with the Florida Department of Agriculture. The mission of the Clay County Fair Association is to provide the leading venue for agriculture, exhibits, entertainment, and education for Clay County at its Annual Agricultural Fair. We do this by ensuring we continue to be a "Family A*Fair".

We ask that you look through this sponsorship packet and consider joining our fair family as a sponsor or as a Friend of the Fair. Please review the levels and options and let us help you pick the right fit for your business. We are more than happy to customize a package specifically for your needs.

Your support of our fair is crucial in bringing new exhibits each year and helping us keep the fair running for many years to come. Please let me know if you have ideas of ways our organizations can partner, collaborate or bring further awareness to our mission. Please feel free to contact me at 904-284-1615 or via email tasha@claycountyfair.org if you have any questions. Thank you for your consideration.

Our 2019 theme is "Home Grown Traditions"

Warm Regards,

Tasha Hyder

Tasha Hyder
General Manager

Why Sponsor the Clay County Fair?

2019 FAIR SPONSOR

Packages are designed to:

1). Increase market share in Northeast Florida.
2). Provide opportunity for face-to-face interaction with your target market audience
3). Provide opportunity for sales leads, new product introduction and product awareness.
4). Enhance corporate image through community involvement.
5). Create networking opportunities.
6). Enhance marketing goals and build employee relations.

Family Friendly Alcohol & Smoke Free Fair!

Why Event Marketing with the Clay County Agricultural Fair?

- Our staff works with each sponsor individually to customize specific marketing strategies to meet the needs of your company's marketing goals and enhance product or service recognition.
- Get an edge on the competition by adding Event Marketing to your advertising campaign.
- Get the attention of your potential customers with face-to-face interaction, which is even more effective than the traditional TV, Print, or radio ads.
- Perfect venue for product sampling.
- Opportunity for event tie-in to enhance your company's image within the community.
- Families come to Clay County Agricultural Fair looking for value and quality.
- Association with the Fair says your company shares the same core values as our community.

OUR MISSION

The mission of the Clay County Fair Association is to provide the leading venue for agriculture, exhibits, entertainment, and education for Clay County at its Annual Agricultural Fair. Our vision is to always keep the Clay County Annual Agricultural Fair a "FAMILY A* FAIR"

LARGEST event in Clay County- 115,000 attendees in 2018

33,000+ active FOLLOWERS on social media

We are the leading agricultural event in Northeast Florida. We have become regionally respected and attended. We offer a range of levels to fit every need. Whether you want face to face contact with your customers or if you just want your business associated with our respectable reputation, we can do it!

AWARD WINNING

FFF - Florida Federation of Fairs & Livestock Shows

2018

- Picture submission will be included on the 2019 Fair Directory cover
- 1st Place: Our partnership of the Farm City Luncheon - Non-Fair related agricultural event/program which is produced or co-produced by your Fair
- 2nd Place: Goat Yoga! - Newly established or evolving program/exhibit at your fair which promotes agriculture to the fair going public

2017

- 2nd Place: "Best Newly Established Exhibit" with the Little Red Barn
- Former General Manager, Pete Sutton was honored as the Hall of Fame recipient

FFEA - Florida Festival & Events Association

2018

- 1st Place: Community Outreach Program - Our Fair Cares
- 1st Place: Radio Ad
- 1st Place: Television Ad
- 2nd Place: Educational Program - Ag-Ventures
- 2nd Place: Instagram
- 3rd Place: Promotional Mailer - Post Card
- 3rd Place: Social Media Campaign - Winn Dixie Pigs on Facebook

2017

- 1st Place: Multi Agency Collaborative Program- Tag Your Tot
- 1st Place: Outdoor Ad-Billboard- Digital Billboards
- 1st Place: Television Ad
- 2nd Place: Outdoor Ad-Signage- Street Benches
- 3rd Place: PR/Media Campaign- Media Guide
- 3rd Place: Promotional Mailer- Thank You Postcards
- 3rd Place: Radio Ad

2016

- Most Innovative Project - Fifi Fiat & Coastal Spine & Pain Center
- 1st Place: Promotional Item for Sponsor/VIP Boxes
- 3rd Place: Program /Event Guide - Fair Program
- 3rd Place: Outdoor Advertisement - Fifi (car)

IAFE- International Association of Fairs & Expos

2018

Announced in December 2018

2017

- 1st Place: Newly Established Program/Exhibit for the Little Red Barn
- 1st Place: Non-fair related event or program for the Farm City Luncheon
- 2nd Place: Marketing Magazine for our Mint Magazine ad

2016

- 2nd Place: Miscellaneous Marketing/Promotional Display -Fifi Fiat

GET NOTICED

A few examples of how we can get you noticed at the fair...

UNIQUE
MARKETING
PLACEMENT

CLAY COUNTY AGRICULTURAL FAIR

JUMBOTRON SPONSORSHIP OPPORTUNITIES (ACTIVATIONS)

STATIC AD PACKAGE	VIDEO PACKAGE	SPONSOR WELCOME MESSAGE	MILITARY or Volunteer APPRECIATION	SOCIAL MEDIA WALL SPONSOR
10 AVAILABLE	6 AVAILABLE	1 AVAILABLE	1 AVAILABLE FOR EA.	1 AVAILABLE
CREATE UP TO 5 DIFFERENT MESSAGES	MAXIMIZE THE POTENTIAL OF THE VIDEO SCREEN BY SHOWING VIDEO COMMERICALS	A PRE-PRODUCED WELCOME MESSAGE PROVIDED BY THE CLIENT WELCOMING EVERYONE TO THE EVENT.	5 MINUTES EACH HOUR WILL BE DISPLAYING THE IMAGES OF OUR MILITARY OR VOLUNTEERS ON THE BIG SCREEN	10 MINUTES EACH HOUR WE WILL BE DISPLAYING SELFIES SHARED AT THE EVENT WITH YOUR CUSTOM HASHTAG ON THE BIG SCREEN BRANDED
ONE OF YOUR MESSAGES WILL BE SHOWN EVERY 10 MINUTES FULL SCREEN	ENGAGE THE AUDIENCE WITH VIDEO AND SOUND	CAPTURE EVERYONES ATTENTION WITH A CUSTOM WELCOME MESSAGE AND TAKE THIS OPPORTUINITY TO TELL THE COMMUNITY ABOUT YOUR BUSINESS AND THE GOOD YOU ARE DOING IN THE COMMUNITY.	WHEN THE MILITARY PERSONNEL OR VOLUNTEERS SEE THEMSELVES ON THE BIG SCREEN… THIS IS WHAT WILL HAPPEN NEXT! 1. SMILE 2. SNAP A SELFIE OF THE BIG SCREEN (WITH YOUR LOGO) 3. SHARE IT ON THEIR OWN SOCIAL MEDIA PLATFORMS FOR THEIR HUNDREDS OF FRIENDS AND FAMILY TO SEE!	WHEN YOUR GUESTS SEE THEMSELVES ON THE BIG SCREEN.. THIS IS WHAT WILL HAPPEN NEXT! 1. SMILE 2. SNAP A SELFIE OF THE BIG SCREEN (WITH YOUR LOGO) 3. SHARE IT ON THEIR OWN SOCIAL MEDIA PLATFORMS FOR THEIR HUNDREDS OF FRIENDS TO SEE!
YOUR MESSAGE WILL BE SEEN SIX TIMES EACH HOUR	YOUR 30-SECOND VIDEO WILL BE SHOWN 12 TIMES EVERY HOUR			
300 AD PLAYS TOTAL	60 AD PLAYS TOTAL			

If you would like to see examples of the above, let us know and we will send you the links

CLICK HERE CLICK HERE CLICK HERE CLICK HERE CLICK HERE

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE

ASK US FOR MORE DETAILS

How does the Social Media Wall Work?

What do your sponsors think of the Big Screen?

Are there additional Sponsorship Opportunities?

Smile Cam, Boot Cam, Spot the Logo

TASHA@CLAYCOUNTYFAIR.ORG

CONTACT TASHA HYDER FOR MORE INFORMATION ON THESE OPPORTUNITIES OR CREATING A CUSTOM BRAND EXPERIENCE

Ag Roots and Boots

The Clay County Agricultural Fair serves to celebrate farming and agriculture in our county. Our focus on agriculture is what sets us apart from other fairs, it is our middle name after all! The fair also educates our guests of the amazing accomplishments happening in Clay County. In partnership with Clay County Public Schools, the Clay County Agricultural Fair is the county's largest agricultural classroom!

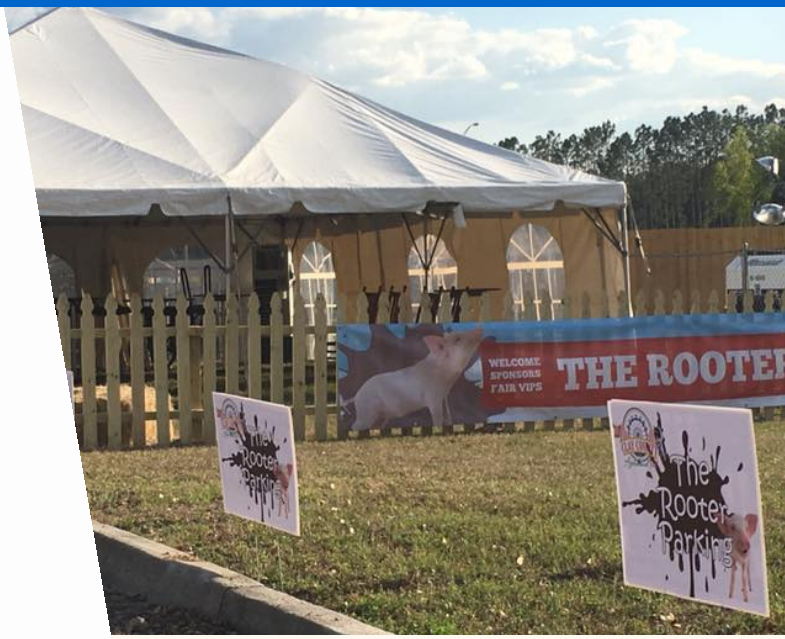
The Clay County Agricultural fair helps facilitate a livestock auction that has raised upwards of $300,000 for Clay County students. The fair awards $10,000 in agricultural scholarships annually to Clay County seniors.

We are looking at expanding our programs in Ag Education for 2019! If you're interested in joining our venture, let's talk!

... a schedule full of daily "themed" events and activities.

BE OUR GUEST!

The Rooter



- Special Invite Only Area
- Sponsors and VIP guests
- Free Snacks
- Free Sodas & Water
- Quiet Rocking Chair Area
- Cellphone Charging Area
- Corn Hole
- Great Networking area!
- Limited parking available
- Quick access to the North Gate

Hours: open until 7pm * Located at the main fair office (the log cabin)

LEVELS

additional info on separate sheets

BLUE RIBBON SPONSOR- Is for the business that wants optimal exposure at the fair. This is the highest level of sponsorship available. These exclusive sponsorship opportunities are for the best of the best. **Budget: $15,000+**

GRAND CHAMPION- Get a front row seat to some of the best marketing opportunities available with the package. **Budget: $10,000**

PLATINUM SPONSOR- Looking to make an impact at the fair, but working with a tight budget? This is the best option for you! **Budget: $5,000**

GOLD BUCKLE- This package is for our businesses who just want to be associated with our great reputation. Receive great VIP perks! **Budget: $2,500**

SILVER BUCKLE - Looking to see if the fair is a good fit for you? This is an excellent starting point to gauge interest . **Budget: $1,500**

COMMUNITY PARTNER- Is for our smaller businesses who want to be affiliated with the fair and the great reputation it has in the community. **Budget: $500 to $1,499**

FRIENDS OF THE FAIR- Is for our individuals and families who want to be associated with the fair. This is not recommended for businesses. **Budget: $150 and up**

CUSTOMIZED PACKAGE- Not seeing a category that fits your budget or goals? Then let us customize a package specifically for your needs! You will be able to mix-n-match options to fit your needs and goals. **Budget: Varies on Budget**

Blue Ribbon Sponsor

$15,000+ (limited)

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE: Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Exclusivity- only six Blue Ribbon sponsorship's available.
- Opportunity to create cross-promotions at sponsor location(s). Ability to request our mascot for ticket drops.
- Opportunity to do sponsor giveaways at select location or the fair entry gate.
- Onsite display booth, if needed. (negotiable)
- Professionally pre-recorded PA advertising used on site (minimum 6 per day)
- Name and logo in event guide and daily program.
- Name and logo on fair's website homepage and social media outlets and linked back to yours.
- Opportunity to bring in greeters to staff the fair entry gates the day of sponsorship. Must schedule beforehand.
- (2) banners provided by fair- entrance road & main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign one month prior to the Fair and after Fair.
- Feature sponsor story/video on front of our homepage, sponsor provided.
- Rotating logo on screen in lobby of fair office two weeks prior to the Fair.
- Sign at your location announcing you're a proud sponsor of the fair, Fair provides.
- Invitation to our Kick-Off BBQ. (up to 15 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1st, 2019.
- 5 Sponsor parking passes. (space subject to availability)
- Up to 250 tickets to the 2019 Clay County Agricultural Fair. (must request quantity) _____
- Up to 5 ride armbands for the 2019 Clay County Agricultural Fair. (must request quantity) _____
- 4 reserved seating concert + VIP tent tickets of your concert of choice. (must request) _____
- 20 tickets to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Grand Champion Sponsor

$10,000 - $14,999

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Onsite display booth, if needed. Must schedule beforehand.(negotiable)
- Opportunity to create cross-promotions at sponsor location(s). Ability to request our mascot for ticket drops.
- Name and logo in event guide and daily program.
- Opportunity to do sponsor giveaways at pre-determined area or the fair entry gate.
- Name and logo on fair's website homepage and social media outlets linked back to yours.
- Opportunity to bring in greeters to staff the fair entry gates on a scheduled day. Must schedule beforehand.
- Professionally pre-recorded PA advertising (minimum 6 per day).
- (2) banners provided by the fair- entrance road & main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign two weeks prior to the fair and after fair.
- Rotating logo on screen in lobby of fair office two weeks prior to fair.
- Sign at your location announcing you're a proud sponsor of the Fair, Fair provides.
- Invitation to our Kick-Off BBQ, (up to 10 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1st, 2019.
- 5 Sponsor parking passes. (space subject to availability)
- Up to 200 tickets to the 2019 Clay County Agricultural Fair. (must request quantity) _____
- 2 reserved seating concert + VIP tent tickets of your concert of choice. (must request)_____
- A plaque to display in your business, must request: Do you want a plaque? YES OR NO (circle)
- 15 tickets to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Platinum Sponsor

$5,000 - $9,999

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Onsite display booth, if needed. Must be scheduled beforehand.(negotiable)
- Opportunity to create cross-promotions at sponsor location(s) Ability to request our mascot for ticket drops.
- Logo in event guide and daily program.
- Name and logo on fair's website homepage and social media outlets linked back to yours.
- Professionally pre-recorded PA advertising (minimum 6 per day)
- (1) banner provided by the fair- entrance road OR main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign one week prior to the fair and after fair.
- Rotating logo on screen in lobby of the fair office two weeks prior to fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Up to 8 tickets to our Kick-Off BBQ.
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1st, 2019.
- 3 Sponsor parking passes.(space subject to availability)
- Up to 150 tickets to the 2019 Clay County Agricultural Fair. (must request quantity) _____
- A plaque to display in your business, must request: Do you want a plaque? YES OR NO (circle)
- 10 tickets to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Gold Buckle Sponsor

$2,500 - $4,999

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Logo in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- 1 banner space at the fair (additional cost for printing of banner)
- Company name mentioned on PA during the fair.
- Rotating logo on screen in lobby of the fair office week before fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ.(up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- Up to 75 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 5 tickets and 2 parking passes to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Silver Buckle Sponsor

$1,500 - $2,499

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Logo in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- 1 banner space at the fair (additional cost for printing of banner).
- Company name mentioned on PA during the fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ.(up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- Up to 50 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 5 tickets and 2 parking passes to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Community Partner

$500 - $1,499

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Name in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- 1 banner space at the fair (additional cost for printing of banner)
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ.(up to 2 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- 20 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 2 tickets and 2 parking passes to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Friend of the Fair

$150 and up

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

- Name in event guide and daily program.
- Name and logo on fair's website under sponsors.
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ.(up to 2 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- Tickets to the 2019 Clay County Agricultural Fair, quantity is negotiable. (must request quantity) _____
- 2 tickets and 2 parking passes to the Rooter!

Special Requests:

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Sponsorship Form

April 4 - 13, 2019

Cash $_____ In-Kind $_____

Invoice Requested: ___ yes ___ no

PAYMENT TYPE Check
Credit Card

Company Name:_____

Contact Person:_____ Phone #_____

Onsite Contact Person:_____Cell Phone #_____

Mailing Address:_____

City / St / Zip:_____Email:_____

Website:_____Facebook:_____

CIRCLE THE SPONSORSHIP PACKAGE THAT FITS YOUR NEEDS

Grand Champion
$10,000-$14,999

- Onsite display booth, if needed. Must schedule beforehand. (negotiable)
- Opportunity to create cross-promotions at sponsor location(s). Ability to request our mascot for ticket drops.
- Name and logo in event guide and daily program.
- Opportunity to do sponsor giveaways at pre-determined area or the fair entry gate.
- Name and logo on fair's website homepage and social media outlets linked back to yours.
- Opportunity to bring in greeters to staff the fair entry gates on a scheduled day. Must schedule beforehand.
- Professionally pre-recorded PA advertising (minimum 6 per day).
- (2) banners provided by the fair- entrance road & main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign two weeks prior to the fair and after fair.
- Rotating logo on screen in lobby of fair office two weeks prior to fair.
- Sign at your location announcing you're a proud sponsor of the Fair, Fair provides.
- Invitation to our Kick-Off BBQ, (up to 10 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1st, 2019.
- 5 parking passes. (space subject to availability)
- Up to 200 tickets to the 2019 Clay County Agricultural Fair. (must request quantity) _____
- 2 reserved seating concert + VIP tent tickets of your concert of choice. (must request)_____
- A plaque to display in your business, must request: Do you want a plaque? YES OR NO (circle)
- 15 tickets to the Rooter!

Banner Only $350 ($150)
available without a sponsorship
as space allows _____

Platinum $5,000 - $9,999

- Onsite display booth, if needed. Must be scheduled beforehand. (negotiable)
- Opportunity to create cross-promotions at sponsor location(s) Ability to request our mascot for ticket drops.
- Logo in event guide and daily program.
- Name and logo on fair's website homepage and social media outlets linked back to yours.
- Professionally pre-recorded PA advertising (minimum 6 per day)
- (1) banner provided by the fair- entrance road OR main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on LED sign one week prior to the fair and after fair.
- Rotating logo on screen in lobby of the fair office two weeks prior to fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Up to 8 tickets to our Kick-Off BBQ.
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1st, 2019.
- 3 parking passes.(space subject to availability)
- Up to 150 tickets to the 2019 Clay County Agricultural Fair. (must request quantity) _____
- A plaque to display in your business, must request: Do you want a plaque? YES OR NO (circle)
- 10 tickets to the Rooter!

Gold Buckle $2,500 - $4,999

- Logo in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- Opportunity to purchase (1) banner.
- Company name mentioned on PA during the fair.
- Rotating logo on screen in lobby of the fair office week before fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ.(up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- Up to 75 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 5 tickets and 2 parking passes to the Rooter!

Silver Buckle $1,500 - $2,499

- Logo in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- Opportunity to purchase (1) banner.
- Company name mentioned on PA during the fair.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ.(up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- Up to 50 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 5 tickets and 2 parking passes to the Rooter!

Community Partner $500 - $1,499

- Logo / name in event guide and daily program.
- Name and logo on fair's website under sponsors and social media outlets linked back to yours.
- Opportunity to purchase (1) banner.
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ.(up to 2 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- 20 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 2 tickets and 2 parking passes to the Rooter!

Friend of the Fair $150

- Name in event guide and daily program.
- Name and logo on fair's website under sponsors.
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ.(up to 2 guests)
- Opportunity to purchase additional tickets at 1/2 price. Must purchase by February 1, 2019.
- 5 tickets to the 2019 Clay County Agricultural Fair.(must request quantity) _____
- 2 tickets and 2 parking passes to the Rooter!

_____ _____

Sponsor Signature Date Fair Rep. Signature Date

Note: By signing the Sponsorship Agreement, you hereby agree and consent to the use of any or all publications, TV, publicity, brochures, internet, etc. to promote your sponsorship by the Clay County Fair Association, Inc.

Do you have advertising during March and April? Help us spread the word about the fair. Include us in your advertising. Great for everyone! You can include this in your in-kind services.

Community First Credit Union Orange Park and Fleming Island invited our mascot out to their locations and had fair themed days. We loved the creativity! We both promoted the events on our social media accounts.

This is an example of one of our sponsored ticket giveaways. We involve the sponsor in the question and then we tag that sponsors social media page as well.

Customized Package Options & Add On's

Sponsored Events

If you are interested in sponsoring any of these events, we will work up a customized packaged for you. It will include benefits from the above plus extra recognition from these events.

First Friday Fireworks
Rossaire's Royal Pig Races
Street Team
Behind the Scenes Tour
Daily Sponsor/Promotion
Community Stage
VIP Tent
Pit Party
The Rooter Tent
AgTainment Stage
Admission Tickets
Tag Your Tot Station
First Aid Station
High School Night of Competition
Daily Acts
Entertainment- VIP Areas
Wish List- Live Butterfly Exhibit
Tractor Pulls

Got an idea? Tell us!

-Please list in comment section of sponsorship level above-

Add On's

- **Social Media Ticket Giveaway "Presented By"- $200 per giveaway**
- **10 x 5 Banner Space- (must order banner from us)- $350**
- **Banner Space (we already have your banner printed)- $150**
- **Banners are available without a sponsorship as space allows**

Agricultural Fair

April 4 - 13, 2019

Sponsor Expectations

Please Return with Agreement

- Abide by all fair rules and if you have a booth during the fair, must follow vendor rules.
- All free giveaways must be pre-approved!
- Help advertise for the fair at your business and on social media platforms.
- This is a "Family *A Fair" and we live by this phrase. No foul language. Courtesy and respect to volunteers, guests, authority figures, etc. is expected.
- Greet our guests with a friendly smile and no hassling for sales.
- If you have a booth on site, please keep your area clean and presentable.
- Please, show up on your scheduled time and follow all instructions.
- If someone else in your company is representing you at the Fair, please make sure they have all of the information and we have their contact information.
- If a conflict arises, we will deal with it in a professional manner.

I agree with the above expectations and promise to be a good steward for the Clay County Fair Association.

_____

Sign/Date

Important Dates
April 4 – 13, 2019
For your convenience

Failure to have your information turned in by the dates listed might result in your company name / logo being left off or out of programs, etc.

- □ **Signed Application** — **Due ASAP no later than February 1, 2019**
- □ **Payment** — **Sent On:_____**
- □ **Logo (jpg, gif, png)** — **Due ASAP no later than February 20, 2019**
- □ **PA Announcement** — **Script Submittal by February 20, 2019**
  (Firm date - NO late entries accepted)
- □ **Clay Pig Request** — **Submittal by March 1, 2019- the earlier the better**
- □ **Banner Form** — **Submittal by February 1, 2019**
  (MUST purchase separately if in-kind Sponsor)
- □ **Posted "Proud Sponsor" image on your social media accounts**
- □ **Sponsor road sign at location (fair provided)**

Fair Contact Info:
Mailing Address: 2493 State Road 16 West, Green Cove Springs, FL 32043
Email: info@claycountyfair.org
Phone: 904-284-1615

Checks Payable to: Clay County Fair Association, Inc.

Follow us on:

SCREEN BANNER ORDER INFO FORM

Qty: _____

File Name:
(jpg, gif, png) _____

Line 1: Example: Welcome to the, Proud Sponsor of the, Etc.

Line 2: Example: CLAY COUNTY AGRICULTURAL FAIR

Line 3: Example: Come see us at *location*

Your Logo Here

Line 4: Example: Contact Information- website/phone number

Line 5: Example: Contact Information- website/phone number

Please email your logo to: info@claycountyfair.org

Examples of how the banner will look: