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Green Cove Springs, FL 32043
904-284-1615
tasha@claycountyfair.org

Kelly Mosley
Sponsorship Director

CLAY COUNTY AGRICULTURAL FAIR

Dear Fair Sponsor,

After a year without a fair, we are super excited to begin planning for our 2021 Clay County Annual Agricultural Fair. This will be our 35th fair and we will be adding an additional day to enjoy the fair this year! 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 2021 theme is "What a ride! 35 years!"

Warm Regards,

Tasha Hyder
General Manager

Why Sponsor the Clay County Fair?

2021 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-
130,575 attendees in 2019 .
Record Year! We grew 15%!**

**38,300+ 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



2020

- Conference was cancelled.

2019

- Picture submission will be included on the 2020 Fair Directory cover

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



2020

- 1st Place: Promotional Item
- 1st Place: Tickets & Invitations
- 1st Place: Installations/Wraps
- 2nd Place: Website
- 3rd Place: Promotional Mailer
- 3rd Place: Radio Ads
- 3rd Place: T-Shirt
- 3rd Place: Crisis Communication Plan/Response

2019

- 1st Place: Sponsor Partnership - Orange Park Medical Center
- 1st Place: Volunteer Program - Volunteer Enrichment Program
- 2nd Place: Radio Ad
- 2nd Place: Event Recap - Event Recap Flyer
- 2nd Place: Multi-Agency Program - Food Drive with GCS Food Pantry & WQIK
- 3rd Place: Installations - New Ticket Booth Wraps
- 3rd Place: Tickets & Invitations - New tickets and badges
- 3rd Place: Instagram

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

IAFE- International Association of Fairs & Expos

2020 will be announced in November



2019

- 2nd Place: Magazine Ad
- 2nd Place: Radio Ads

2018

- 1st Place: New AG Competitive Exhibit for Unlimited Goat Show
- 3rd Place: Goat Yoga

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

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





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.



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!

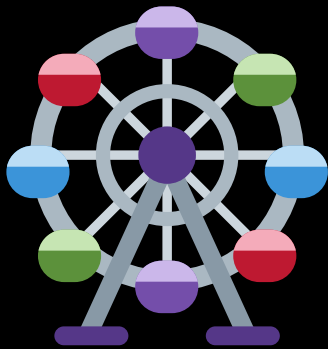


The Clay County Agricultural fair helps facilitate a livestock auction that has raised upwards of \$325,000 for Clay County students. The fair awards \$12,000 in agricultural scholarships annually to Clay County seniors.

We are looking at expanding our programs in Ag Education for 2021, with the addition of our Ag Ed Shed! If you're interested in joining our venture, let's talk!

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





NEW EVENT!

FAIRWAYS & FERRIS WHEELS

A GOLF + DINNER EVENT

MONDAY, MARCH 29TH

TEE TIME AT 3PM FOR 9-HOLES

DINNER TIME AT 5:30PM

INVITE ONLY!

- Only Members & Top Level Sponsors are invited to this event. Platinum level and up.
- Menu includes prime rib + more!
- A live band onsite!
- Great networking event!
- Kick-off fair week with us at this event!
- Awards will be given for best golf dressed, longest drive, and more.



RSVP by March 1st

Call 904-284-1615 or
email tasha@claycountyfair.org to
reserve your space.

THANK YOU FOR YOUR SUPPORT!

BE OUR GUEST! NEW LOCATION FOR 2021



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

Hours: Open until 7pm * Located inside the North Gate next to Building 3

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 to \$14,500**

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 to \$9,500**

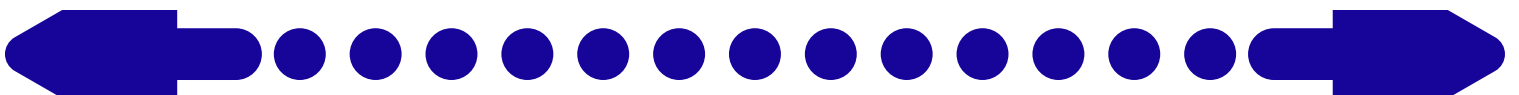
GOLD BUCKLE- This package is for our businesses who just want to be associated with our great reputation. Receive great VIP perks! **Budget: \$2,500 to \$4,500**

SILVER BUCKLE - Looking to see if the fair is a good fit for you? This is an excellent starting point to gauge interest . **Budget: \$1,200 to \$2,000**

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 \$1,000**

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

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**





Customized Package Options & Add On's



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

First Friday Fireworks

Rossaire's Royal Pig Races

Street Team

Live Web Cam

Daily Sponsor/Promotion

Community Stage

VIP Tent (concerts)

The Nest (concerts)

Pit Party (Tractor Pulls)

AgTainment Stage

Admission Tickets

Print at Home Tickets (2 spaces)

Tag Your Tot Station

First Aid Station

High School Night of Competition

Eating Corral/Rest Zone

Ag Ed Shed

Tractor Pulls

Got an idea? Tell us!

Add On's:

-Please list in comment section of sponsorship level above-

- **Social Media Ticket Giveaway "Presented By"- \$100 per giveaway**
- **Cell Phone Charging Station Ad for all 11 days- \$200**
- **Bathroom Door Sign for all 11 days- \$250 (40 doors, only 2 sponsors)**
- **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**

Blue Ribbon Sponsor

April 1 - 11, 2021



\$15,000 +
\$5,000 minimum cash investment + in-kind services

Cash \$ _____ In-Kind \$ _____ PAYMENT TYPE: Check
Invoice Requested: ____ yes ____ no Credit Card

Company Name: _____
Contact Person: _____ Phone # _____
Onsite Contact Person: _____ Cell Phone # _____
Mailing Address: _____
City / St / Zip: _____ Email: _____
Website: _____ Facebook: _____

- Exclusivity- limited 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. Sponsor to provide script or we can also use radio commercial that is already made. *Due February 1st.* (minimum 8 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. Must schedule beforehand.
- (2) banners provided by fair- entrance road & main entrance barn side. In-kind sponsors must pay separately.
- Rotating logo on SR 16 LED sign one month prior to the Fair and after Fair.
- One day welcome message for front gate LED sign during fair. Sponsor provide content. *Due March 1st.*
- Ad on front gate LED sign 11 days of the fair, static/video, sponsor to provide. **(unless competitor is a daily sponsor)**
- Sign at your location announcing you're a proud sponsor of the fair, Fair provides.
- Invitation to our Kick-Off BBQ on **Tuesday, March 23rd at Noon.** (up to 15 guests)
- **NEW:** Invitation to our "Fairways & Ferris Wheels" golf + dinner event at Magnolia Point Golf Club on March 29, 2021
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1, 2021.*
- (5) Sponsor parking passes. (space subject to availability)
- Up to (250) tickets to the 2021 Clay County Agricultural Fair. **(must request quantity)** _____
- Up to (5) ride armbands for the 2021 Clay County Agricultural Fair. **(must request quantity)** _____
- 4 VIP tent tickets of your concert of choice. **(must request)** _____
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!
- (20) tickets to the Rooter! **NEW LOCATION for 2021**

Additional Agreements:

| | | | |
|----------------------------|---------------|------------------------------|---------------|
| _____ 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

April 1 - 11, 2021

\$10,000 - \$14,500

\$2,500 minimum cash investment + in-kind services



Cash \$ _____ In-Kind \$ _____ PAYMENT TYPE: Check
Invoice Requested: ____ yes ____ no 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 Sponsor to provide script or we can also use radio commercial that is already made. *Due February 1st!* (minimum 6 per day)
- Ad on front gate LED sign on 11 days of the fair (unless competitor is a daily sponsor)
- (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.
- Sign at your location announcing you're a proud sponsor of the Fair, Fair provides.
- Invitation to our Kick-Off BBQ on Tuesday, **March 23rd at Noon**. (up to 10 guests)
- **NEW:** Invitation to our "Fairways & Ferris Wheels" golf + dinner event at Magnolia Point Golf Club on March 29, 2021
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2021.*
- 5 Sponsor parking passes. (space subject to availability)
- Up to 200 tickets to the 2021 Clay County Agricultural Fair. (must request quantity) _____
- 2 reserved seating concert 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! **NEW LOCATION!**
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

Additional Agreements:

| | | | |
|----------------------------|---------------|------------------------------|---------------|
| _____ Sponsor Signature | _____ Date | _____ Fair Rep. Signature | _____ Date |
|----------------------------|---------------|------------------------------|---------------|

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Platinum Sponsor

April 1 - 11, 2021

\$5,000 - \$9,500

\$1,500 minimum cash investment + in-kind services



Cash \$ _____ In-Kind \$ _____

PAYMENT TYPE: Check
Credit Card

Invoice Requested: ____ yes ____ no

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. *Due February 1st.* (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.
- Sign at your location announcing you're a proud sponsor of the fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 23rd at Noon.** (up to 8 guests)
- **NEW:** Invitation to our "Fairways & Ferris Wheels" golf + dinner event at Magnolia Point Golf Club on March 29, 2021
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2021.*
- 3 Sponsor parking passes.(space subject to availability)
- Up to 150 tickets to the 2021 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! **NEW LOCATION!**
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

Additional Agreements:

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

April 1 - 11, 2021

\$2,500 - \$4,500

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 \$150 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 on Tuesday, **March 23rd at Noon**. (up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2021.*
- Up to 75 tickets to the 2021 Clay County Agricultural Fair. **(must request quantity)** _____
- 5 tickets and 2 rooter parking passes to the Rooter! **NEW LOCATION!**
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

Additional Agreements:

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

April 1 - 11, 2021



\$1,200 - \$2,000

Cash \$ _____ In-Kind \$ _____ PAYMENT TYPE: Check
Invoice Requested: ____ yes ____ no 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 \$150 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 on Tuesday, **March 23rd at Noon**. (up to 5 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2021.*
- Up to 50 tickets to the 2021 Clay County Agricultural Fair. (must request quantity) _____
- 5 tickets and 2 parking passes to the Rooter! **NEW LOCATION!**
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

Additional Agreements:

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 Sponsor

April 1 - 11, 2021

\$500 - \$1,000

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 \$150 cost for printing of banner)
- Company name on banner displayed at fair.
- Invitation to our Kick-Off BBQ on Tuesday, **March 23rd at Noon**. (2 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2021.*
- 20 tickets to the 2021 Clay County Agricultural Fair. (must request quantity) _____
- 2 tickets and 2 parking passes to the Rooter! **NEW LOCATION!**
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

Additional Agreements:

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

April 1 - 11, 2021

\$150



Cash \$ _____ In-Kind \$ _____

PAYMENT TYPE: Check

Invoice Requested: ____ yes ____ no

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 on Tuesday, **March 23rd at Noon**. (2 guests)
- Opportunity to purchase additional tickets at 1/2 price & ride bands at \$15. *Must purchase by February 1st, 2021.*
- (5) Tickets to the 2021 Clay County Agricultural Fair, quantity is negotiable. **(must request quantity)** _____
- 2 tickets and 2 parking passes to the Rooter! **NEW LOCATION!**
- **NEW:** 24 hour pre-sale code for concerts, be the first to buy!

Additional Agreements:

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.

Agricultural Fair

Sign & Return



April 1- 11, 2021

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! List giveaways: _____
-
-

- 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