



2019

SPONSORSHIP OPPORTUNITIES

Hardee County Fair Overview

Join us for the 78th year of the Hardee County Fair!
February 17-23, 2019

Sponsorships are now available for the 78th Hardee County Fair. We hope you will be a part of the celebration by supporting this highly anticipated community event. Hardee County Fair, Inc. is a non-profit organization planning and supporting youth activities and family fun while educating and entertaining like only “the fair” can do.

The 8-day lineup of events is action-packed with livestock shows, beauty pageants, a thrilling midway, food vendors, citrus exhibits, fine arts & crafts competitions, hay bale decorating contests, and all the fried food you can handle.

- General gate admission is \$6 for adults, \$4 for students and for children 5 and under admission is free.
- The suggested donation for parking is \$3 and all proceeds go to the Senior Class of 2019 for Project Graduation.
- Reserved pageant seating is available for \$8 per seat and may be purchased by contacting us at hcfpageanttickets@gmail.com.

Our sponsorship opportunities are described on the following pages ranging from our \$175 “Friend of the Fair” level all the way up to \$5,000 packages. Let us help you find the right package to suit your budget and marketing goals. We offer a range of sponsorship types from general event sponsorships to targeted sponsorships (like our concerts, pageants and “free admission” days).

Thank you for your support and we look forward to seeing you at the fair!

For more information please contact:
Fair Sponsorship Committee

Sheena Deemer (863)245-1273 Lyn Winter (863)781-3832
Sheena.deemer@hotmail.com

General Sponsorship Packages

Type	Hospitality Package	Fair Program Ad	Web and Digital Ads	Facebook Page Promotion	Arena Sign	Promo Items	Radio Ads	Print Ads	Yard Sign
\$5,000 Blue Ribbon	Yes	Inside Cover	Yes	Yes	4'x8'	Yes	Yes	Yes	Yes
\$2,500 Red Ribbon	Yes	Full-Page	Yes	Yes	4'x4'	No	No	Yes	Yes
\$1,000 White Ribbon	Yes	Half-Page	Yes	Yes	2'x4'	No	No	No	Yes
\$500 Yellow Ribbon	Yes	Half-Page	Yes	Yes	Name Listed	No	No	No	Yes
\$175 Friend of the Fair	No	Listed	No	Yes	No	No	No	No	No

PRINT ADVERTISEMENT

Print advertisements will be placed in a variety of formats that may include area newspapers, restaurant tent cards, posters and printed flyers. Printed advertisements will include your business name and logo as an official sponsor of the fair. The deadline for sponsorship to ensure appearance in print ad materials is December 4th. Each sponsor will also receive a color ad in the Official Fair Program. The size of the ad is shown in the table above.

WEBSITE & SOCIAL MEDIA

Sponsors will receive promotion during the week of and prior to the event on Hardee County Fair's social media sites including Facebook, Twitter and Instagram. Posts will be linked directly to your business's website.

ARENA and YARD SIGNAGE

A banner featuring your business name and logo will be displayed prominently in the arena. The size of the banner is shown in the table above. In addition, a yard sign will be provided for you to place in front of your business.

DISPLAY AREA (OPTIONAL BOOTH RENTAL)

Sponsors will receive the right to display products in a designated area at the fairgrounds. A limited number of indoor booth spaces for display of promotional materials will be available in the Exhibition Hall.

HOSPITALITY PACKAGES

Sponsors will receive a hospitality package that includes general admission passes to the Fair, midway armbands, and Hardee County Fair promotional items.

PROMOTIONAL GIVEAWAYS AVAILABLE

Each sponsor is eligible to receive general admission tickets to the Fair to be used for promotions at the discretion of the sponsor (i.e. come in-store and receive free Fair admission pass with \$10 purchase) Number of tickets to be determined based on number of sponsors and level of support.

DIGITAL ADVERTISEMENT

Each sponsor will be featured intermittently throughout the week on digital displays in the Exhibit Hall and in the Civic Center.

Targeted Sponsorship Opportunities

Free Admission Sponsor \$5,000

This sponsorship provides FREE admission to all Fair-goers on a specific day of the week. Radio and printed promotions will include the Free Admission Sponsor's name and/or logo. The Free Admission Sponsor will be featured on signage at each entrance and will have the opportunity to station "ambassadors" to welcome guests and hand out promotional materials, samples, etc. The Sponsor will also receive a full-color full-page ad in the Fair Program, plus a hospitality package.

Livestock Supporters Dinner \$3,500 (Thursday)

Each year before the Annual Livestock Auction, a Livestock Supporters Dinner is held in the Hardee County Agri-Civic Center and is open to all potential buyers and their families. The Livestock Supporters Dinner Sponsor will receive recognition on printed invitations and online advertisements. The Sponsor will also have the opportunity to display a banner at the dinner, to station "ambassadors" at the entrance of the Agri-Civic Center to welcome guests, and to provide paper goods for the dinner (i.e. printed paper plates, napkins and cups). The Sponsor will also receive a full-color full-page ad in the Fair Program, plus a hospitality package.

Ticket Sponsor \$2,000

Each person who purchases general admission to the Fair will receive a commemorative ticket with tear-off stub. The Ticket Sponsor's name and logo will appear prominently on the ticket in full color. If the Ticket Sponsor chooses to do so, ticket stubs may have printed a different promotion each day (i.e. "bring this stub for Buy-1 Get-1 drink").

Pageant Sponsors (Pricing Varies)

Pageant Sponsors will receive a minimum of two announced advertisements during the pageant. In addition, the Sponsor's name and logo will appear prominently on the Emcee's podium (decal to be provided by the sponsor). The Sponsor will have the opportunity to station "ambassadors" at the Pageant entrance to distribute promotional materials. Sponsors name and logo will also appear prominently on pageant ticket stubs and in pageant programs. Pricing for Pageant Sponsors is shown below.

Miss Hardee County Pageant \$2,500

Jr. Miss Hardee County Pageant \$2,500

Lil' Miss Hardee County Pageant \$2,000

Prince & Princess Pageant \$2,000

Kindergarten Princess Pageant \$2,000

Fine Arts & Crafts Sponsor \$1,000

The Fine Arts & Crafts Sponsor will receive 2 signs to be displayed in the Fine Arts & Crafts display area in the Exhibition Hall. The Sponsor will receive the right to display products in a designated indoor booth space in the Exhibition Hall near the Fine Arts & Crafts display. The Sponsor will also receive a full-color half-page ad in the Fair Program, plus a hospitality package.

December 2nd is the deadline to be included in print advertising including brochures, posters, and flyers. All sponsorships are payable by January 13th.

Hardee County Fair
2019 Sponsorship Form

Business or Organization Name: _____

Primary Contact Person Name: _____

Business Phone: _____ Business Fax: _____

Business Address: _____

Business City, State, ZIP: _____

Website: _____

Primary Contact Email: _____

Primary Contact Direct Phone: _____

Sponsorship Packages: (Circle Preferred Level):

Type	Hospitality Package	Fair Program Ad	Web and Digital Ads	Facebook Page Promotion	Arena Sign	Promo Items	Radio Ads	Print Ads	Yard Sign
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\$500 Yellow Ribbon	Yes	Half-Page	Yes	Yes	Name Listed	No	No	No	Yes
\$175 Friend of the Fair	No	Listed	No	Yes	No	No	No	No	No

Expo Hall Booth Rental:

Would you like to be contacted about renting a booth in the Expo Hall? Yes No

Payment: (Due by January 13)

Please invoice me **OR** My check is enclosed

Please return this completed form to:
Hardee County Fair, Inc. , P.O. Box 1236, Wauchula, FL 33873

Someone will contact you after this form is submitted to discuss your
Fair Program Ad, Sign and Booth Rental options.

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