



2021 Williamson County Fair

August 6 - 14

"9 Days of FUN Starts the First Friday in August"



Partner with the Williamson County Fair and Join the FUN!

"Sponsorship Agreement"

Company Name - "Sponsor": _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____ E-Mail: _____

Web-site Addresses

"Sponsors Website": _____

(needed for hyperlink on WCF website where applicable)

"Association's Website": <https://www.williamsoncountyfair.org>

Partnership Level ("Sponsorship Fee"):

___ Diamond	\$25,000+
___ Platinum	\$10,000+
___ Gold	\$7,500+
___ Silver	\$5,000+
___ Bronze	\$2,500+
___ Friends of the Fair	\$500+

Sponsorable Item Chosen: _____

Total Amount of Sponsorship: _____

Mailing Address:

The Williamson County Fair Association, Inc.
P.O. Box 329
Franklin, TN 37065
Attn: Cheryl Burnside

Checks made payable to: **Williamson County Fair Association, Inc.**

By submitting this Sponsorship Agreement and Sponsorship Fee to The Williamson County Fair Association, Inc. (the "**Association**") in exchange for the right to be a non-exclusive sponsor of the 2021 Williamson County Fair, for the Partnership Level marked above, Sponsor agrees to be bound the Terms and Conditions located at <https://www.williamsoncountyfair.org/p/get-involved/sponsors/opportunities>, which are incorporated herein and made a part of this Agreement and authorizes the person signing this Agreement on behalf of Sponsor to bind Sponsor to the Terms and Conditions.

SPONSOR

SPONSORS NAME: _____

By: _____

Title: _____

ASSOCIATION

THE WILLIAMSON COUNTY FAIR ASSOCIATION, INC.

By: _____

Rogers Anderson, Chairman



2021 WILLIAMSON COUNTY FAIR SPONSORSHIP OPPORTUNITIES

PARTNERSHIP LEVELS

BENEFITS	Friends of the Fair \$500+	BRONZE \$2,500+	SILVER \$5,000+	GOLD \$7,500+	PLATINUM \$10,000+	DIAMOND \$25,000+
General Fair Admission Tickets	Qty. 4	Qty. 25	Qty. 50	Qty. 100	Qty. 150	Qty. 200
Priority Parking Passes		Qty. 1	Qty. 2	Qty. 2	Qty. 4	Qty. 6
Sponsor Appreciation Ride Night (Held Sunday, 8/9)		Qty. 2	Qty. 4	Qty. 6	Qty. 8	Qty. 10
Banner Prominently Displayed		X	X	X	X	X
Logo & Web Link on Home Page					X	X
Logo & Web Link on Sponsorship Web Page		X	X	X	X	X
Name included on Sponsorship Web Page	X					
Partner recognition in E-Newsletter	X				X	X
"Sponsor Spotlight" in one E-Newsletter					X	X
Logo inclusion on Fair Marketing Materials					X	X
Brochure Inclusion (if printed in 2021)					X	X
Logo on Posters						X
Competitive Events Catalog Inclusion (by 3/1 print deadline if printed in 2021)		X	X	X	X	X
Exhibit Space to Promote Business (6/30/19 deadline)		X	X	X	X	X
Inclusion on Electronic Information Signs					X	X
Company Mascot or Spokesperson may make an Appearance TBD		X	X	X	X	X
Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fair's Official Logo		X	X	X	X	X
Right of First Refusal by 12/1 of the Sponsored Year for Category Exclusivity		X	X	X	X	X

SPONSORABLE ITEMS

Jr. Fair Board T-shirts - \$1,500	Patriot Day - \$5,000
Birthing Pig Exhibit - \$2,500	Portable Toilets - \$5,000
Creative & Culinary Arts Room - \$2,500	Vocal Competition - \$5,000
Cultural Arts Exhibit - \$2,500	Vendor Row - \$7,500
Elevator Door Wraps - \$2,500	BMX Trickstars - \$10,000
Hand Fans (dbl. sided) - \$2,500	Children's Barnyard - \$10,000
Livestock Stage - \$2,500	Fireworks - \$10,000
On the Spot Contests - \$2,500	Hand Washing Stations - \$10,000 ea.
Pageants - \$2,500	Jurassic Kingdom - \$10,000
Pick TN Exhibit - \$2,500	Livestock Show Ring - \$10,000
Restroom Mirror Signage - \$2,500	Robocars Strolling Act (4) - \$10,000
Stair Graphics (6) - \$2,500 ea.	Trampoline Show - \$10,000
Ticket Booths - \$3,000 ea. set of 2	Wi-fi -Log-in - \$10,000
Volunteer T-shirts - \$3,500	X-Pogo Stunt Team - \$10,000
Agriculture Exhibit - \$5,000	Historic Village - \$15,000
Bleacher Seat Wraps - \$5,000	Piccolo Zoppe Circus - \$15,000
Glassblower - \$5,000	Livestock Village - \$20,000
On-line Ticket Ad - \$5,000	

For More Information Contact:

Cheryl Burnside

Sponsor/Vendor Coordinator

615-584-7411

sponsors_vendors@williamsoncountyfair.org

www.williamsoncountyfair.org

The Williamson County Fair Association, Inc. is a 501(c)3 organization

*list subject to change



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Priority Parking Passes		Qty. 1	Qty. 2	Qty. 2	Qty. 4	Qty. 6
Sponsor Appreciation Ride Night (Held Sunday, 8/8/21)		Qty. 2	Qty. 4	Qty. 6	Qty. 8	Qty. 10
Banner Prominently Displayed		X	X	X	X	X
Logo & Web Link on Home Page					X	X
Logo & Web Link on Sponsorship Web Page		X	X	X	X	X
Name included on Sponsorship Web Page	X					
Partner recognition in E-Newsletter	X				X	X
“Sponsor Spotlight” in one E-Newsletter					X	X
Logo inclusion on Fair Marketing Materials					X	X
Brochure Inclusion (if printed in 2021)					X	X
Logo on Posters						X
Competitive Events Catalog Inclusion (if printed in 2021)		X	X	X	X	X
Exhibit Space to Promote Business (6/30/21 deadline)		X	X	X	X	X
Inclusion on Electronic Information Signs					X	X
Company Mascot or Spokesperson may make an Appearance TBD		X	X	X	X	X
Right to use the phrase “Official Partner of the Williamson County Fair”, and use of the Fair’s Official Logo		X	X	X	X	X
Right of First Refusal by 12/1 of the Sponsored Year for Category Exclusivity		X	X	X	X	X

SPONSORABLE ITEMS

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Birthing Pig Exhibit - \$2,500	Patriot Day - \$5,000
Creative & Culinary Arts Room - \$2,500	Portable Toilets - \$5,000
Cultural Arts Exhibit - \$2,500	Vendor Row - \$7,500
Elevator Door Wraps - \$2,500	BMX Trickstars - \$10,000
Hand Fans (dbl. sided) - \$2,500	Children’s Barnyard - \$10,000
Letters to Soldiers - \$2,500	Fireworks - \$10,000
Livestock Stage - \$2,500	Hand Washing Stations - \$10,000 ea.
On the Spot Contests - \$2,500	Jurassic Kingdom - \$10,000
Pageants - \$2,500	Livestock Show Ring - \$10,000
Pick TN Exhibit - \$2,500	Robocars Strolling Act (4) - \$10,000
Restroom Mirror Signage - \$2,500	Trampoline Show - \$10,000
Stair Graphics (6) - \$2,500 ea.	Wi-fi -Log-in - \$10,000
Ticket Booths - \$3,000 ea. set of 2	X-Pogo Stunt Team - \$10,000
Volunteer T-shirts - \$3,500	Historic Village - \$15,000
Agriculture Exhibit - \$5,000	Piccolo Zoppe Circus - \$15,000
Bleacher Seat Wraps - \$5,000	Livestock Village - \$20,000
Glassblower - \$5,000	

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2021 WILLIAMSON COUNTY FAIR SPONSORABLE ITEMS



Agriculture Exhibit - \$5,000

Located on the west end of the mezzanine in the indoor arena all Country Hams, Horticulture, Field Crops, and Honey & Bees entries are on display, along with all the winning entries. Also located in this area are the Century Farms Exhibit, Pick TN Products Exhibit and Master Gardeners Exhibit. Offers nine (9) days of visible signage and table tents located throughout the exhibit.



BMX Trickstars - \$10,000

An annual favorite, this team has a lineup of talent that reaches as high as a Gold Medal. They are class acts on and off the stage. It's amazing to see them perform as they pull off tricks that many would consider impossible. What they can do on their bikes is amazing! It's a must-see show...and generally has some of the largest crowds on those summer nights. Performers feature brief verbal recognition of sponsor at each show, and there is written recognition as show sponsor. Offers nine (9) days of visible signage.



Birthing Pig Exhibit - \$2,500

This exhibit, located in the Children's Barnyard, offers the opportunity for fair visitors to view a mature, female pig in her later stages of gestation period, including the live birth of her many piglets. We never know how many babies we'll have, so it is always a big surprise! Offers nine (9) days of visible signage.



Bleacher Seat Wraps - \$5,000

Advertise your business on our indoor stadium seating. 9 days of visibility to everyone that enters the arena for 9 days of fun!



Children's Barnyard - \$10,000

We have lots of farm animals in the barnyard for Fair visitors to see...sheep, goats, Shetland pony, beef and dairy cattle, draft horse, alpaca, pygmy goats, a Texas Longhorn, and more. Also located in the barnyard is the Birthing Pig Exhibit and the Chick Chain and Poultry Show. Offers nine (9) days of visible signage.



Creative & Culinary Arts Room - \$2,500

Creative & Culinary Arts entries and winners are on display in the Creative & Culinary Arts Room. Quilts, Textiles, Fairy Gardens, Handicrafts, Needlework, Canned Goods, Breads, Cakes, Candy, Cookies, Pies and more are on display for all to enjoy! Offers nine (9) days of visible signage.



Cultural Arts Exhibit - \$2,500

The Cultural Arts Exhibit showcases incredible talent in Fine Arts, Photography, Film and Songwriting. All winning pieces are on display throughout the fair. Offers nine (9) days of visible signage.



Elevator Doors - \$2,500

The elevator doors located on the mezzanine just as you come through the main entrance of the arena could wear your company logo/advertisement on the inside and out. Every family with a stroller will use this elevator many times during the nine-day event as they go down to the arena floor and back up again. It is also highly visible due to its location and is the only elevator in the building. Offers exposure on both sets of doors at the mezzanine level and the arena floor level for nine (9) days.



Fireworks - \$10,000

Help friends and families celebrate their fun filled day with a spectacular firework display on Friday and Saturday nights.



Glassblower - Ryan Gothrup - \$5,000 each

The mobile glassblowing experience brings the artistry and education of glass making beyond the studio walls. Fair goers will experience a multitude of information surrounding the lost art of glassblowing. It is an interdisciplinary art form that embodies art, science, math, history, and teamwork. Features brief verbal recognition of sponsor at each demonstration, and there is written recognition as a sponsor. Offers nine (9) days of visible signage.



Hand Fans (double sided) - \$2,500 each

Fans will have your company name, logo and a coupon or special that will drive business to your store or location.



Hand Washing Stations - \$10,000 each

This unit provides the health benefit of safe hand washing for up to four (4) fair guests at a time. It allows individual users warm water, hand soap, and paper towels while offering access to social separation barriers. These units would be placed in various high traffic areas and would offer nine (9) days of visible signage.



Historic Village - \$15,000

The Historic Village offers a historical display of items from the Bethesda Museum, as well as live demonstrations in wood carving, bobbin lace making, tatting and more. Many stories of the good old days are told, and people of all ages enjoy hearing about the vast history of Williamson County. We are proud and honored to showcase our counties history. Step back in time and enjoy a trip down memory lane. Offers nine (9) days of visible signage.



Jr. Fair Board T-shirts - \$1,500

Your company name and/or logo will be placed on the sleeve of each JFB t-shirt that our members wear during the fair, as well as year-round at various events, schools, and around the community. Support this great group of kids and their love of the fair as they give back to the community by volunteering their time and talents. .



Jurassic Kingdom Show - \$10,000

Travel back to prehistoric times with the Jurassic Kingdom Show, and witness first-hand what life was like thousands of years ago. Not only do audiences get to see life like dinosaurs in action, they also have the opportunity to touch, and interact with them throughout the show. From fossils to colossal dinosaurs, the Jurassic Kingdom show is a crowd favorite you won't want to miss. Performers feature brief verbal recognition of sponsor at each show, and there is written recognition as show sponsor. Offers nine (9) days of visible signage.



Letters to Soldiers- \$2,500

Over 1,900 letters have been collected and distributed to soldiers serving our country over the last three years. We are grateful to all who have taken the time to write a letter to a soldier in our 4-H & Youth Village Post Office and your sponsorship could help us send even more this year! Offers nine (9) days of visible signage.



Livestock Show Ring - \$10,000

Located in Barn "B", this centrally located barn is open to the fair going public to watch competitive livestock shows as they happen. Shows include, beef cattle, dairy cattle, dairy goats, market goats, commercial ewes, market lambs, and mule shows and pulls, as well as the 4-H Expo live auction. Offers nine (9) days of visible signage.



Livestock Stage - \$2,500

Featuring a variety of talent performing between the various livestock shows, the Livestock Stage is located in Barn "B". Offers nine (9) days of visible signage.



Livestock Village - \$20,000

Naming rights for the Livestock Village, which includes our premiere Little 1’s Farming Exhibit and Children’s Barnyard. Also, the location of all Williamson County 4-H, Open and Junior livestock competitions, as well as the 4-H Livestock Expo & Sale. Offers nine (9) days of visible signage.



On-line Ticket Ad - \$5,000

In 2019, we sold over 7,500 individual and ticket packages online. These pre-sale tickets are printed or shown on a phone for scanning at the ticket gate. All tickets may be printed for use of a coupon, which will drive business to your store or location. Tickets will have your company name, logo and coupon/ad located on the top right corner of the page. In 2021, we plan to highly encourage on-line purchases to offer contactless sales.



On the Spot Contests - \$2,500

Contest options consist of “Guess how many”, skillet tossing, cow mooing, and rooster crowing, just to name a few. Contests will be held daily at the Nissan Stage. Offers visible signage to promote the upcoming contest and during the contest the sponsor will be announced.



Pageants - \$2,500

Pageants are a highlight of most traditional Fairs, and the Williamson County Fair Pageant system helps young women across Williamson County set goals for themselves and gives them confidence to achieve their dreams. In 2021, the Fairest of the Fair will be the only pageant offered. The winner of the Fairest of the Fair competition represents Williamson County in the State Fairest of the Fair competition.



Patriot Day - \$5,000

All active and retired military individuals are admitted FREE with military ID on the last Saturday of the Fair. Show your patriotic pride by having your business name on this day.



Piccolo Zoppe' Circus - \$15,000

Since 1842, The Zoppe family has been entertaining families around the world giving their hearts to their audience. Fair visitors will enjoy each performance as a tiny smile grows to roaring laughter, a single accomplishment puts them on the edge of their seat, and the beauty of the show bristles their every emotion. Performers feature brief verbal recognition of sponsor at each show, and there is written recognition as show sponsor. Offers nine (9) days of visible signage.



Pick TN Products Exhibit - \$2,500

The Pick TN Products Exhibit promotes food and fun available at farms, farmers markets, and other retail outlets right here in Williamson County, as well as products made in Tennessee. The exhibit offers nine (9) days of visible signage.



Portable Toilets - \$5,000

Located in three different areas outside on the fairgrounds with high visibility all nine (9) days of the fair. Banners and/or signage will be in place to advertise sponsor.



Restroom Mirror Signage - \$2,500

Removable decals placed on (32) mirrors in (6) multi-stall restrooms (3 male, 3 female) located in the arena on the mezzanine level. Offers nine (9) days of visible advertising.



Robocars Strolling Act (4) - \$10,000

As seen on Shark Tank, American Idol and Let's Make a Deal, this strolling entertainment act is a huge fan favorite as children smile with delight as these action figures transform into fast action wheels right before your eyes. Fairgoers can't help but smile and pose with these cars as they stroll the fairgrounds several times each day. Offers nine (9) days of visible signage.



Stair Graphics (6) - \$2,500 each

Staircase advertising on indoor arena stairs. Go from the arena floor to the upper mezzanine and see your company name/logo, on one or all of the six available sets of stairs. These stick-on advertisements are highly colorful and visible.



Ticket Booths - \$3,000 each set of 2

Your company name will be one of the first things Fairgoers see as they enter through one of our six ticket booths, with a banner placed over each booth's window. Front Ticket Booths (1 & 2), Midway Ticket Booths (3 & 4), and Livestock Ticket Booths (5 & 6). Offers nine (9) days of highly visible signage.



Trampoline Show - \$10,000

The Flippenout Extreme Trampoline Show utilizes top professional athletes to produce a heart pounding trampoline show. Olympic type routines, skis, snowboards, and plenty of comedy are all part of the show. Athletes soar as high as 20' above the ground performing single, double, and even triple flips in every show. Performers feature brief verbal recognition of sponsor at each show, and there is written recognition as show sponsor. Offers nine (9) days of visible signage.



Vendor Row - \$7,500

More fondly known as "food row", this row of food vendors is located outside on the east side of the fairgrounds just as you come through the gate. This area is highly visible and would offer nine (9) days of signage.



Volunteer T-shirts - \$3,500

Your company name and/or logo will be placed on the sleeve of the free Volunteer t-shirts that are given out to volunteers while supplies last. Worn during the fair by our volunteers, as well as throughout the year around the community.



Wi-fi Logon Sponsor - \$10,000

Each time any visitor to the fair tries to log on to the FREE Wi-Fi service, they will see your logo, company name an advertisement. With over 200,000 visitors this could amount to thousands of visitors each day. This offers fantastic exposure.



XPogo Stunt Team Show - \$10,000

The XPogo Stunt Team is the best extreme pogo performance team in the world. Jumping over 9 feet in the air on next generation pogo sticks while throwing down flips and incredible tricks. An amazing high energy show...exciting until the final bounce! Performers feature brief verbal recognition of sponsor at each show, and there is written recognition as show sponsor. Offers nine (9) days of visible signage.

*list is subject to change