



# 2020 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  |                            |                 |                 |               | X                  | X                 |
| Logo on Posters   |                            |                 |                 |               |                    | X                 |
| Competitive Events Catalog Inclusion (by 3/1 print deadline)  |                            | 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

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| Jr. Fair Board T-shirts - \$1,500        | Patriot Day - \$5,000                              |
| Birthing Pig Exhibit - \$2,500           | Picnic Pavilion - \$5,000                          |
| Century Farms Exhibit & Dinner - \$2,500 | Portable Toilets & Hand-washing Stations - \$5,000 |
| Creative & Culinary Arts Room - \$2,500  | Vocal Competition - \$5,000                        |
| Cultural Arts Exhibit - \$2,500          | Volunteer Appreciation Dinner - \$5,000            |
| Duck Slide - \$2,500                     | Volunteer Lounge - \$5,000                         |
| Elevator Door Wraps - \$2,500            | Children’s Barnyard - \$10,000                     |
| Hand Fans (dbl. sided) - \$2,500         | Fireworks - \$10,000                               |
| Livestock Stage - \$2,500                | Jurassic Kingdom - \$10,000                        |
| Milking Parlor - \$2,500                 | Livestock Show Ring - \$10,000                     |
| On the Spot Contests - \$2,500           | Robocars Strolling Act (4) - \$10,000              |
| Pageants - \$2,500                       | Wi-fi -Log-in - \$10,000                           |
| Phone Charging Stations - \$2,500 each   | BMX Trickstars - \$15,000                          |
| Photo Cut-out Props - \$2,500            | Historic Village - \$15,000                        |
| Stair Graphics (6) - \$2,500 ea.         | Trampoline Show - \$15,000                         |
| Ticket Booths - \$3,000 each set of 2    | X-Pogo Stunt Team - \$15,000                       |
| Volunteer T-shirts - \$3,500             | Little 1’s Farming - \$20,000                      |
| Agriculture Exhibit - \$5,000            | Livestock Village - \$20,000                       |
| Bleacher Seat Wraps - \$5,000            | 4-H & Youth Village - \$25,000                     |
| Glassblower - \$5,000                    | Piccolo Zoppe Circus - \$25,000                    |
| On-line Ticket Ad - \$5,000              |  |

**For More Information Contact:**

**Cheryl Burnside**

**Sponsor/Vendor Coordinator**

**615-584-7411**

**[sponsors\\_vendors@williamsoncountyfair.org](mailto:sponsors_vendors@williamsoncountyfair.org)**

**[www.williamsoncountyfair.org](http://www.williamsoncountyfair.org)**

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



## 2020 WILLIAMSON COUNTY FAIR SPONSORABLE ITEMS



### **4-H & Youth Village - \$25,000**

The 4-H & Youth Village has quickly become a crowd favorite at the Williamson County Fair. Children and adults alike are able to participate in live contests, free hands on activities, STEM activities, and so much more! This interactive area features lots of fun and exciting things to do. Whether it's wood working, building a popsicle bridge or learning about bugs, just to name a few, this is an area that the whole family is sure to enjoy. You can check out the winners of the 4-H & Youth competitive events too! Offers nine (9) days of visible signage at the entrance to the village.



### **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 - \$15,000**

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. For more details go to <http://www.bmxtrickstars.com>. Offers nine (9) days of visible signage.



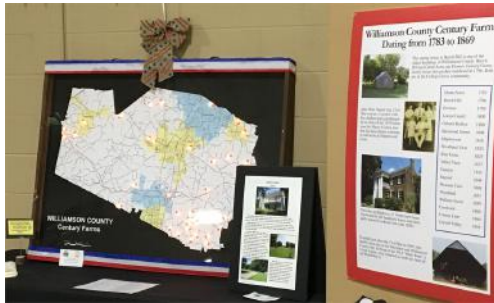
### **Birthing Pig Exhibit - \$2,500**

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**

New This Year...be the first to advertise your business on our indoor stadium seating. 9 days of visibility to everyone that enters the arena for 9 days of fun!



**Century Farms Exhibit & Dinner - \$2,500**

The Williamson County Fair honors our counties Century Farms with an exhibit and dinner each year. The exhibit educates fairgoers on the significance of these special farms by sharing photos and information on each farm and family. There are currently 37 Century Farms in Williamson County. Sponsor may attend the dinner and visit with the attendees.



**Children's Barnyard - \$10,000**

Kids love playing in the corn pit, or they can pet a mama llama, try their hand at roping a (fake) steer, or pet a miniature donkey. 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 are the Birthing Pig Exhibit and the Duck Slide. 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.





**Duck Slide - \$2,500**

Watch the “cute as a button” baby ducks slide down a slide in the Children’s Barnyard...over and over again. A true crowd favorite! 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.



**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.



**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, tating 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. For more details go to [www.jurassickingdom.com](http://www.jurassickingdom.com). Offers nine (9) days of visible signage.



### **Little 1's Farming - \$20,000**

Our signature event...Little 1's Farming has become a family favorite for our Fair visitors. Become a farmer for a while – plant seeds, milk our cow “Buttercup”, harvest your crop, sell your goods and “spend” your proceeds on a delicious snack. A hands-on hit with children of all ages! 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.



**Milking Parlor - \$2,500**

LIVE milking demonstrations are performed nightly in the Milking Parlor. Fair patrons are offered the opportunity to learn more about how the milk in their fridge is produced by dairy cows, and about the farmers who care for them. 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.



**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. Girls from babies to 20 years of age, and baby/toddler boys are encouraged to participate to help build self-esteem, confidence, and poise, as well as self-discipline and character. Contests include Baby/Toddler Miss & Mister, Petite Miss, Little Miss, Junior Miss, Teen Miss, and Fairest of the Fair. 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.

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**Phone Charging Stations - \$2,500 each**

Phone charging stations located in the Picnic Pavilion and on the Arena Floor to offer patrons the ability to charge their phones for free, while allowing your company to advertise on the screen. Offers nine (9) days of visible signage.

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**Photo Cut-out Props - \$2,500 each**

Photos props offer fair goers lots of fun photo opportunities. They can be located in or around the Picnic Pavilion and the Arena Floor.

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**Picnic Pavilion - \$5,000**

Located indoors on the east end of the mezzanine, the Picnic Pavilion offers an area inside the air-conditioned arena for fair goers to enjoy their “fair food”. The pavilion is also used for several special events and competitive events throughout the 9 days of the fair, and before. Offers nine (9) days of visible signage.

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**Pogo Stick Show - \$15,000**

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! Offers nine (9) days of visible signage.





### **Portable Toilets & Hand-washing Stations - \$5,000**

Located in three different areas outside on the fairgrounds with high visibility all nine days of the fair. Banners and/or signage in place advertising sponsor and encouraging hand washing.



### **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. For more details, visit [www.robotsandcarsentertainment.com](http://www.robotsandcarsentertainment.com). Offers nine (9) days of visible signage.



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

Stair case 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.



### **Vocal Competition - \$5,000**

"Sing Your Heart Out" vocal competition offers Elementary, Middle, and High School students an opportunity to compete for cash prizes, with the Overall Winner receiving an additional \$500 and other prizes.





**Volunteer Appreciation Dinner - \$5,000**

The Volunteer Appreciation Dinner is held the night before opening day as a kickoff to the Fair each year. Of the numerous volunteers that it takes to make the Fair happen, around 300 attend the dinner each year in the Picnic Pavilion located in the air-conditioned arena. The dinner also offers our Fair Chairman an opportunity to thank the hundreds of volunteers who dedicate tremendous efforts to make the Fair a success. Make an impact on these volunteers that are donating their time and talent to the Fair!

**Volunteer Lounge - \$5,000**

Available to all who volunteer throughout the nine days of the Fair. Snacks, water and food provided.

**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.