

HAMILTON COUNTY AGRICULTURAL SOCIETY

Sponsorship Opportunities



August 10 - 14 2016

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This year marks to 161st year of the Hamilton County Fair! We are excited to once again bring this exciting event to the community welcoming tens of thousands of guests each year.

History of the Hamilton County Fair

Smack in the middle of the northern Cincinnati suburb of Carthage sits nearly 30 acres of green space amid a sea of industry and commerce. Fronted by the busy Vine Street thoroughfare and less than a mile from Interstate 75, this oasis is home to the Hamilton County Agricultural Society, producers of the annual Hamilton County Fair.

The Carthage Fair, as it was once known, was founded in the once dominant agricultural community that surrounded Cincinnati. The importance of farming to the area led to the need to pass on ideas of new agricultural techniques and machinery as well as tried-and-true practices handed down from the ages. The Fair was created to meet these needs and to act as the culminating event of the agricultural year, expressing the pride farmers felt in their work.

As industry and the need to bring workers into the area increased, Cincinnati expanded. The Carthage Fair – renamed Hamilton County Fair – changed along with the landscape of the Greater Cincinnati area. Today, it is still a distillation of community pride, though its mission has changed. For in addition to educating and instilling traditional values of leadership, cooperation and hard work, the Hamilton County Fair also serves to educate an urban population about the importance of agriculture. People living in the city, isolated from the farm lifestyle, come each year by the tens of thousands to learn about the origin of the foods they eat and products they use, thus ensuring that our rich agricultural heritage continues.

The history of Hamilton County is itself echoed in the history of the Hamilton County Fair. The Hamilton County Agricultural Society was founded in 1819. Its first president was the future 9th United States President subsequently elected in 1841: William Henry Harrison. Harrison was very active in establishing the Society and laying the groundwork for an organization that was so important in teaching farmers the technology of the day. In 1853, the current fairgrounds in Carthage were chosen as the permanent site of what would become the Hamilton County Fair.

Facing ever-increasing numbers of Fair-goers that did not boast agricultural roots, the Society realized that its mission was changing. Rather than showcasing the latest farming techniques, the Hamilton County Fair was more and more in the business of educating its constituents about agriculture and how to best utilize it.

We've instituted a variety of programs during the Fair that are educational in nature. We work very closely with the Hamilton County Park District, which has a permanent display area on the Fairgrounds to showcase birds of prey, sheep, snakes and other animals.

In 2016, the Hamilton County Fair remains a vibrant, important part of the community. Served by an active board of directors and supported by a veritable army of volunteers, the Fair springs to life for five days each August to the delight of citizens of all ages and backgrounds.

Sponsorship Opportunities

Presenting Sponsor

\$10,000

This sponsorship level will include the following benefits:

- Top logo placement on all marketing and promotional materials including social networks and eblasts
- Co-Branding on front of the Hamilton County Fair event tickets
- (4) Top banner placements at the fairgrounds main gate entrance for up to 30 days prior to the event through the end of event.
- Linking logo and promotional text on our website's main page and sponsors page
- Complimentary 40X20 booth in prominent fairground event location
- Advertisement in the Hamilton County Fairs program
- Ability to participate in the opening ceremony
- Mention on fair daily announcements all four days
- (50) Tickets to the event and (25) parking passes
- Sponsor of the opening ceremonies with the ability to address the audience for up to 5 minutes, and sponsor at the Saturday Night Celebrity Derby

Platinum Sponsor

\$8,000

This sponsorship level will include the following benefits:

- Secondary logo placement on all marketing and promotional materials including social networks and eblasts
- Banner placement at the Fairgrounds fence lining the street for up to 30 days prior to the event through the end of event.
- Linking logo and promotional text on our website's main page and sponsors page
- Complimentary 20X20 booth in prominent fairground event location
- Logo in the Hamilton County Fairs program
- Mention on fair daily announcements all four days
- Ability to participate in the opening ceremony
- (30) Tickets to the event and (15) parking passes
- Lead Sponsorship of the Friday Night Talent Show

Gold Sponsor

\$5,000

This sponsorship level will include the following benefits:

- Logo placement on selected marketing and promotional materials including social networks and eblasts
- Banner placement at the Fairgrounds fence lining the street for up to 30 days prior to the event through the end of event.
- Linking logo and promotional text on our website's sponsors page
- Complimentary 10X20 booth in prominent fairground event location
- Logo in the Hamilton County Fairs program
- Mention on fair daily announcements all four days
- Ability to participate in the opening parade and ceremony
- (20) Tickets to the event and (10) parking passes
- Lead Sponsorship of the Sunday Choir Competition

Silver Sponsor

\$2,500

This sponsorship level will include the following benefits:

- Logo placement on selected marketing and promotional materials including social networks and eblasts
- Banner placement at the Fairgrounds fence lining the street for up to 30 days prior to the event through the end of event.
- Linking logo and promotional text on our website's sponsors page
- Complimentary 10X10 booth in prominent fairground event location
- Logo in the Hamilton County Fairs program
- Mention on fair daily announcements all four days
- Ability to participate in the opening ceremony
- (10) Tickets to the event and (5) parking passes
- Sponsor banner on Red Performance Pavilion

Ticket-Back Sponsor

\$2,000

This sponsorship level will include the following benefits:

- Logo placement on selected marketing and promotional materials including social networks and eblasts
- Banner placement at the Fairgrounds fence lining the street for up to 30 days prior to the event through the end of event.
- Linking logo and promotional text on our website's sponsors page
- Complimentary 10X10 booth in prominent fairground event location
- Logo in the Hamilton County Fairs program
- Mention on fair daily announcements all four days
- Ability to participate in the opening ceremony
- (10) Tickets to the event (5) parking passes
- Company logo/special offer on the back of all event tickets

Activities Sponsor

\$1,500

This sponsorship level will include the following benefits:

- Company name on selected marketing and promotional materials including social networks and eblasts
- Banner placement at the Fairgrounds fence lining the street during event
- Linking logo and promotional text on our website's sponsors page
- Complimentary 10X10 booth in prominent fairground event location
- Company name in the Hamilton County Fairs program
- Ability to participate in the opening parade and ceremony
- (4) Tickets to the event (2) parking passes
- Ability to sponsor one of the following areas (first come first served)
 - 1- Show Wagon Sponsor
 - 2- Milking Parlor Sponsor
 - 3- Petting Barn Sponsor
 - 4- Arts Building Sponsor
 - 5- Parking Sponsor
 - 6- Competition Sponsor (there are several competitions that agricultural competitions that take place during the four day event)

Friend of Sponsor

\$500

This sponsorship level will include the following benefits:

- Banner placement at the Fairgrounds fence lining the street during event
- Company name in the Hamilton County Fairs program
- Ability to participate in the opening ceremony
- (2) Tickets to the event (1) parking passes

Family Sponsor

\$250

This sponsorship level will include the following benefits:

- Family name in the Hamilton County Fairs program
- (16) Tickets to the event (4) **VIP** parking passes
- (16) Coca-Cola Drink Tickets
- VIP Grand Stand Event Seating
- (1) Free –“Family Photo Friday” picture, see program for more details

2016 SPONSORSHIP AGREEMENT

PLEASE SELECT THE SPONSORSHIP YOU WANT TO SECURE BELOW

DATE_____

COMPANY NAME_____

CONTACT NAME/TITLE_____

ADDRESS_____

CITY_____STATE_____ZIP_____

EMAIL_____

PHONE_____

SPONSORSHIP LEVEL

☐ PRESENTING SPONSOR \$10,000

☐ PLATINUM SPONSOR \$8,000

☐ GOLD SPONSOR \$5,000

☐ SILVER SPONSOR \$2,500

☐ TICKET-BACK \$2,000 (+PRODUCT)

☐ ACTIVITIES SPONSOR \$1,000

☐ FRIEND OF SPONSOR \$500

☐ FAMILY SPONSOR \$250

☐ BOOTH VENDOR \$250 (SEE DETAILS IN
VENDOR PACKET)

☐ FULL WEEK FAMILY PASSES \$50

PAYMENT

☐ CHECK (MAKE PAYABLE TO THE **HAMILTON COUNTY AGRICULTURAL SOCIETY**)

YOU CAN ALSO GO ONLINE AND PAY THIS ON YOUR PAYPAL ACCOUNT.

PLEASE COMPLETE THIS FORM AND SEND IT TO:

HAMILTON COUNTY FAIR

7801 ANTHONY WAYNE

CINCINNATI, OHIO 45216

EMAIL: TO HAMILTONCOUNTYFAIR@FUSE.NET

PHONE: (513) 761-4224

THANKS IN ADVANCE FOR YOUR SUPPORT!!!

