



July 27-31

**2021
General Fair
Sponsorship
Opportunities**

Sponsorship Commitment

We accept cash, check or debit/credit* card payments. If paying by check, please make your check payable and mail to:

**Stephenson County Fair Association
2250 S Walnut Rd
Freeport IL 61032**

Deadline is April 1, 2021

***3% debit/credit card transaction fee applies**

Contact Information

For questions or more information, please contact the Fair Office at 815-235-2918 or via e-mail at info@stephensoncountyfair.org

GREETINGS...

For the past 65+ years, the Stephenson County Fair Association has called the 43-acre site that was dedicated to be the fairgrounds, its home.

The Fair Association is a non-profit organization that relies on support from area businesses to keep the fair going year after year. We are not a government agency and we receive NO funding from the county or your Real Estate Tax bill.

We need your support to make the fair great again and appeal to more people in our community.

During the Stephenson County Fair, we offer a variety of sponsorship opportunities that not only reach thousands of fans who visit our Grandstand and on-grounds entertainment, but also covers print and radio advertising that reaches many listeners throughout the Tri-State area.

Not only does a sponsorship guarantee visibility and brand awareness for

your business, it offers an opportunity to build relationships with clients as well as other area businesses.

A sponsorship is an excellent opportunity to get involved, create unique marketing awareness and support a great, family event.

Please refer to the inside of this brochure for the different levels of sponsorship opportunities available. Your support is greatly appreciated.

*Thank you,
The Stephenson County
Fair Association*



2021 Sponsorship Opportunities

Platinum Fair Sponsor - \$10,000

- Name announced during the fair
- Name on website
- Logo in print ads**
- Name in Fair Flyer**
- Name in all radio ads**
- Banner along boulevard
- Flag/banner on perimeter fence*
- Customized combination of commercial parking passes, day passes, and season passes

Gold Fair Sponsor - \$5,000

- Name announced during the fair
- Name on website
- Name in print ads**
- Name in Fair Flyer**
- 100 day or 25 season passes
- 5 commercial parking passes
- Name in all radio ads**
- Banner along boulevard
- Flag/Banner on perimeter fence*

Silver Fair Sponsor - \$2,500

- Name announced during the fair
- Name on website
- Name in Fair Flyer**
- 60 day or 15 season passes
- 3 commercial parking pass
- Banner along boulevard
- Flag/Banner on perimeter fence*

Bronze Fair Sponsor - \$1,000

- Name announced during the fair
- Name on website
- Name in fair flyer**
- 32 day or 8 season passes
- 2 commercial parking passes
- Flag/Banner on perimeter fence*

\$500 Fair Sponsor

- Name on website
- Name in fair flyer**
- 16 day or 4 season passes
- 1 commercial parking pass
- Flag/Banner on perimeter fence*

\$300 Fair Sponsor

- Name on website
- Name in Fair Flyer**
- 8 day or 2 season passes
- Flag/Banner on perimeter fence*

\$250 Fair Sponsor

- Name on website
- Name in Fair Flyer**
- 8 day or 2 season passes
- Flag/Banner on perimeter wall

\$150 Event Sponsor

- Name on website
- Name in Fair Flyer**
- 2 day passes

Event Sponsor

Any of the sponsorship levels listed previously may also be used to sponsor the following event:

- * Mobile Axe Throwing (T-S)
- * Mobile Escape Room (T-S)
- * Fabulous Faces face painting (Th-S)
- * Lumberjack Show (T-S)
- * E&R Tent band(s) (W-S)
- * Hoo Haven Rehab demo (W)
- * Youth Ag Olympics (Th)
- * E&R Paint & Pour (S)
- * Lawn Mower Races & Tough Truck Challenge (F)
- * Demo Derby (S)
- * Season Tickets (T-S)
- * Fair Book Ad(s) (T-S)
- * Livestock Show (T-S)
- * Non-Livestock Show & Cake Walk (T-F)

Individual, daily or weekly events may be sponsored. Company flags/banners* will be placed near the event on a perimeter wall.



Customized packages can be developed to fit your needs.

* Business provides its own flag/banner - maximum size 3'x8'.

** Cannot guarantee in print in fair flyer if sponsorship deadline date is not met.

Stephenson County Fair 2021 General Fair Sponsorship Selection

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Name as you would like it to appear in print/on air: _____

(Please limit to 25 characters or less, including spaces. Any names exceeding the limit will be abbreviated at the discretion of the fair office.)

Sponsor Package: _____ Amount: \$ _____

Please write the # of tickets for each event as it applies to your sponsorship level:

_____ Season passes _____ Day passes

Fair Sponsor Event Sponsor (type event below)

How would you like to receive your packet?

_____ Pick up at Fair Office _____ US Mail

Mailing address (if different than above): _____

If applicable, please email a jpg file of your logo to:
info@stephensoncountyfair.org

Payments should be made payable and mailed to:
Stephenson County Fair Association
2250 S Walnut Rd
Freeport IL 61032

I confirm my commitment of sponsorship to the 2021 Stephenson County Fair and will pay, in full, the amount listed above by April 1, 2021.

Signature: _____

Printed Name: _____