

HAMILTON COUNTY
AGRICULTURAL SOCIETY

Sponsorship Opportunities



August 9 - 13 2017

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This year marks to 162nd 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 areas 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 the 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, a chapter to which is added each August at fair time. The Hamilton County Agricultural Society was founded in 1819. Its first president was a future United States President: 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 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 2017, the Hamilton County Fair remains a vibrant, important part of the community. Served by an active board of directors and supported by the veritable army of volunteers, the Fair springs to life for five days each August to the delight of citizens of all ages and backgrounds.

Presenting Sponsor \$10,000

This sponsorship level will include the following benefits:

- Top logo placement on all marketing and promotional materials including social networks
- (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 10X10 booth in prominent fairground event location
- Advertisement in the Hamilton County Fairs schedule
- Ability to participate in the opening ceremony
- Mention on fair daily announcements all five 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 Demolition 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
- 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 10X10 booth in prominent fairground event location
- Logo in the Hamilton County Fairs schedule
- Mention on fair daily announcements all five days
- Ability to participate in the opening ceremony

- (30) Tickets to the event and (15) parking passes
- Lead Sponsorship of the Cincinnati Circus 5 day performance

Gold Sponsor **\$5,000**

This sponsorship level will include the following benefits:

- Logo placement on selected marketing and promotional materials including social networks
- 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 five days
- Ability to participate in the opening ceremony
- (20) Tickets to the event and (10) parking passes
- Lead Sponsorship of the Sunday Rodeo

Silver Sponsor **\$2,500**

This sponsorship level will include the following benefits:

- Logo placement on selected marketing and promotional materials including social networks
- 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 schedule
- Mention on fair daily announcements all five days
- Ability to participate in the opening ceremony
- (10) Tickets to the event and (5) parking passes
- Sponsor banner on Red Performance Pavilion

Corporate Sponsor **\$1,500**

This sponsorship level will include the following benefits:

- Company name on selected marketing and promotional materials including social networks
- 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 schedule
- Ability to participate in the opening ceremony
- (4) Tickets to the event and (2) parking passes

Activities Sponsor **\$1,500**

This sponsorship level will include the following benefits:

- Company name on selected marketing and promotional materials including social networks and
- 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)