

## 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 March 16, 2020**

\*3% debit/credit card transaction fee applies

## Contact Information

For questions or more information, please contact the Tractor Pull Chairman, Jeff Becker, at 815-238-8441 or via e-mail at farmer01@hotmail.com.



# July 21-25

## 2020 General Fair Sponsorship Opportunities

## 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*



# 2020 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

## Gold Fair Sponsor - \$5,000 (cont.)

- 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

## Entertainment & Rest Tent & On-Grounds Sponsor

Any of the sponsorship levels listed previously may also be used to sponsor On-Grounds entertainment and/or events/performances taking place in the E&R Tent. Individual, daily, or weekly events may be sponsored. Company flags/banners\* will be placed near the On-Grounds event or on the perimeter wall of the E&R tent in this case.



\* 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 2020 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:

### # of tickets

\_\_\_\_\_ Season passes

Fair Sponsor

\_\_\_\_\_ Day passes

E&R Tent Sponsor

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 2020 Stephenson County Fair and will pay, in full, the amount listed above by **March 16, 2020**.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_