

# 2009 Shenandoah County Fair

## Corporate Involvement Sponsorship Options

Agree to Sponsor two years and get the same rate for both 2009 and 2010.



P.O Box 264, Woodstock, VA 22664  
540-459-3867 – ShenFair@Shentel.net  
ShenCoFair.com

**Package 1 (Opportunities Abound! Activities Tent Sponsorship)**  
Co-Sponsorships = \$1,500 **(1 committed participant at this time)**

The 30' x 60' **Activities Tent** allows fairgoers to participate in free educational and entertaining events often for the first time. Approximately 150 individuals and organizations feature demonstrations and information focused on encouraging interaction and hands-on activity.

This location showcases selected businesses, technology, exploration, science related exhibits, as well as allowing crafters and artisans to display their skills, I.E. quilters, woodcrafts, blacksmithing, carpentering, as well as activities directed toward the young fairgoers. The tent houses the Shenandoah County 4-H annual a dog and cat tattoo clinic, a display by the Massanutten Antique Tractor & Gasoline Engine Club. Children's Day features various programs presented by Shenandoah County. Senior Citizens' Day showcase adventures for this great time in life. Veterans' Day on Sept. 2<sup>nd</sup> will feature personal displays by area Veteran's, military equipment, dignitaries and an exciting array of entertainment. Ladies' Day will feature a vast range of businesses and creative ideas for women. Crafters and musicians will occupy the tent on Saturday the 5th. Each day's displays are designed to entertain and inspire fairgoers of all ages.

The 2008 Fair drew in 59,000 fairgoers during our 9-day event.

**Sponsor will receive:**

- Signage:** Sponsor's name will be featured on two (2) 2 x 8 foot banners displayed above the tent. Name will also be listed on signs at pedestrian entrance gates.
- Guaranteed Visibility:** The tent is directly behind the grandstand and across from a main entrance gate.
- High Traffic Booth Space:** Sponsor may choose a full day's exposure in the tent by using a 10 x 12 foot area set aside on Saturday the 29th, or Thursday Sept 3rd.
- Printed Materials:** Sponsor's name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Radio/TV Interviews:** Based on availability, prior to the fair as well as during the fair, live-remotes or scheduled interviews may be used to thank your company.
- Pre-fair Press Releases** will feature your name as a Co-Sponsor of the *Opportunities Abound! Activities Tent*.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$150 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- The Voice of the Fair:** Sponsor's name will be mentioned each time announcements are made to notify fairgoers of events. For example, "We'd like to remind you to visit the *XYZ Credit Union Activities Tent* today and learn to dance with the *Just 4 Fun Dancers* from 11 a.m. until Noon."

## Package 2 – (Concert/Grandstand Events Sponsorships)

The Shenandoah County Fair has developed a reputation for showcasing a variety of talent, from up and coming artists to many of your favorites such as The Oak Ridge Boys, Foreigner, Kellie Pickler, and Rodney Atkins. This sponsorship will coincide with media sponsorship.

### **Sponsor will receive:**

- Pre-Fair Publicity:** Sponsor's name to be included in radio and newspaper advertising pertaining to sponsored event
- Announcements:** The *Voice of the Fair* will be used to announce your sponsorship to all on the fairgrounds during your event.
- Signage:** Sponsor's sign or banner will displayed at side of grandstand (sign to be provided by fair). Also listed on signs at the entrance and exit gates.
- Printed Materials:** Sponsor's name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Sponsor will receive 10% of fee in tickets. These may be gate passes or entertainment tickets.
- Professional Rodeo Aug. 28<sup>th</sup> - \$1,000 (Radio Sponsor to be named)
- Concert Sunday Aug. 30<sup>th</sup> - \$5,000 (Radio Sponsor to be named)
- Concert Wednesday Sept. 2<sup>nd</sup>- \$6,000 (Radio Sponsor to be named)
- Concert Thursday Sept. 3<sup>rd</sup> - \$5,000 (Radio Sponsor to be named)
- Concert Friday Sept. 4<sup>th</sup> - \$7,000 Dave Bob's BBQ and Such** (Radio Sponsor to be named)
- Professional U.S. Freestyle Motocross Championship \$1,000 Saturday Sept. 5<sup>th</sup> (Radio Sponsor to be named))
- Two nights of Nationwide Demolition Derby – (See Package 12)



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**Package 3 (Day Sponsors) \$1000.00**

We invite you to join us in honoring various segments of our country's heritage. The 2008 Fair drew in 59,000 fairgoers during our 9-day event. By choosing to become a day sponsor your company will be presenting an image of community support reaching far beyond Shenandoah County. If you choose you may share your day with another to become a co-sponsor.

**Sponsor will receive:**

- Activity Tent Space:** Sponsor may choose either one day or one evening exposure in this 12 x 15 foot outdoor space. Sunday August 29th or Thursday Sept 3rd.
- Printed Materials:** Company logo/Individual name will be included on all material printed by the Fair if purchased prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Radio/TV Interviews:** Based on availability, prior to the fair as well as during the fair, live-remotes or scheduled interviews may be used to thank your company.
  - **Community Channel Three interviews** will be requested
  - **Shentel and the Video Club** will film at the fair each day.
- Pre-fair Press Releases:** Sponsor's name will be featured in various Press Releases related to the Day you choose to sponsor.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$100 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- Signage:** Sponsor will also be listed on signs at pedestrian entrance gates. Sign to be provided by the Fair.
- The Voice of the Fair:** Sponsor's name will be mentioned each time announcements are made to notify fairgoers of happenings on this day. For example, "We'd like to thank **Coca Cola** for sponsoring Veteran's Day today and affording the opportunity for fairgoers to see the prize winning flowers, cakes and quilts all in the **XYZ Credit Union** Exhibit Building."

Days Available:

- Family Fun Day – Saturday Aug. 29th
- Read and Win a day at the Fair! – Sunday Aug. 30<sup>th</sup>
- Combines to Computers – Aug. 31st
- Seniors' Day – Thursday, Sept. 3rd
- Ladies' Day – Friday, Sept. 4th
- Craft Day at the Fair! – Saturday, Sept. 5th

**Co Sponsor these days with Coca Cola:**

- Children's Day – Tuesday, Sept. 1st
- Veteran's Day at the Fair – Wednesday, Sept. 2nd

## **Package 4 (Sponsorship Commercial Exhibit Buildings One or Two) \$1000.00**

The exhibit buildings house the home-arts exhibits as well as many commercial vendors. Daily traffic in and out of these buildings ranges in the thousands.

The 2008 Fair drew in 59,000 fairgoers during our 9-day event. By choosing this package your company's name will be highly visible as these buildings are near the Carnival and Gate #2.

Sponsor will receive:

- Signage:** Sponsor may provide banner containing company name and logo to be hung on the building. Name will also be listed on signs at pedestrian entrance gates. This sign will be provided by Fair.
- Printed Materials:** Company logo/Individual name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Radio/TV Interviews:** Based on availability, prior to the fair as well as during the fair, live-remotes or scheduled interviews may be used to thank your company.
  - **Community Channel Three interviews** have been requested.
  - **Shentel and the Video Club will film** each day.
- Pre-fair Press Releases:** Sponsor's name will be featured in various Press Releases related to the location you choose to sponsor.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$100 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- The Voice of the Fair:** Sponsor's name will be mentioned each time announcements are made to notify fairgoers of happenings in sponsored building. For instance, "Stop by **Canadian Graphite's** booth for a free pencil and check out the prize winning flowers, cakes and quilts all in the **XYZ Credit Union** Exhibit Building."

### **Package 5 (Poultry/Rabbit Building Sponsorship) \$850.00**

The Poultry/Rabbit Building houses the hundreds of various poultry and rabbits. By choosing this package your company's name will be highly visible as these buildings are near the Carnival and Gate #2.

Sponsor will receive:

- Signage:** Sponsor may provide banner containing company name and logo to be hung on the building. Name will also be listed on signs at pedestrian entrance gates. This sign will be provided by Fair.
- Printed Materials:** Company logo/Individual name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Radio/TV Interviews:** Based on availability, prior to the fair as well as during the fair, live-remotes or scheduled interviews may be used to thank your company.
  - **Community Channel Three interviews** have been requested.
  - **Shentel and the Video Club will film** each day.
- Pre-fair Press Releases:** Sponsor's name will be featured in various Press Releases related to the location you choose to sponsor.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$85 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- The Voice of the Fair:** Sponsor's name will be mentioned each time announcements are made to notify fairgoers of happenings in sponsored building. For instance, "Check out the prize winning chicks, ducks and rabbits in the **XYZ Feed and Fertilizer** Poultry/Rabbit Building."

### **Package 6 (Barn/Tent Sponsorship) \$850.00**

The livestock and dairy barns house all of the open and a portion of the 4-H entries in the various livestock departments. Daily traffic in and out of these buildings ranges in the thousands. Currently the dairy, sheep, and swine barns are available for sponsorship.

The 2008 Fair drew in 59,000 fairgoers during our 9-day event.

Sponsor will receive:

- Signage:** Sponsor's sign or banner will be hung on each end of barn or tent. Sponsor to supply signs. Name will also be listed on signs at pedestrian entrance gates. Sign to be provided by the Fair.
- Printed Materials:** Company logo/Individual name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$85 in tickets of your choosing. Use these as employee incentives or vendor perks if you'd like.
- The Voice of the Fair:** Sponsor's name will be mentioned each time announcements are made to notify fairgoers of happenings in sponsored building. For instance, "Check out the prize winning calves, cows and 4-H & FFA displays in the **XYZ Veterinary Services** Dairy Barn."

### **Package 7 (Individual Harness Race Sponsorship) \$550 each**

“Harness Races” will be held starting on Wednesday beginning at 1:00 PM. Our average daily attendance at the harness races alone ranges anywhere from 600 – 1000 patrons and will be featured on YouTube.com this year. 20 sponsorships are available.

The 2008 Fair drew in 59,000 fairgoers during our 9-day event.

#### **Sponsor will receive:**

- Blanket:** Racing blanket with sponsor’s name to be presented to winner of a sponsored race.
- Program:** Company logo/Individual name to be included as sponsor on printed race programs for day of race (400 programs per day printed)
- Website recognition:** “Sponsors” page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Announcement:** Sponsor’s name to be announced in conjunction with presentation of individual award. Company/Individual may also choose option of presenting award in person
- Photo:** Sponsor will receive an “8” x 10” photo (suitable for framing) of the winning horse being presented with blanket.
- Tickets:** Per-sponsored race, Two (2) gate passes and 2 race tickets.

### **Package 8 (Harness Race Entertainment Sponsorship) \$500.00/each**

The “Harness Races” will feature musical entertainment during the breaks between races. The music will range from Rock, Blues and a bit of Country depending on the day and will run from 1 PM until 4 PM.

Our average daily attendance at the harness races alone ranges anywhere from 600 – 1000 patrons and will be featured on YouTube.com this year. Sponsor’s name will have Internet exposure as well as in printed materials.

#### **Sponsor one or more:**

- September 2nd - To be announced
- September 3rd – To be announced
- September 4th – Johnny and the Vaults Cats
- September 5th – To be announced

#### **Sponsor will receive:**

- Program:** Sponsor’s name to be included as sponsor on printed race programs for day of race (400 programs per day printed)
- Announcement:** Company/Individual name to be announced as Sponsor of the entertainment.
- Website recognition:** “Sponsors” page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Photo:** Company/Individual will receive an “8” x 10” photo (suitable for framing) with entertainers you choose to sponsor.
- Tickets:** Two (2) gate passes and 2 race tickets.

### **Package 9 (Garden and Field Crops Building Sponsorship) \$650.00**

The several hundred Garden and Field Crop entries are showcased in this area. Master Gardeners hold demonstrations in this facility.

The 2008 Fair drew in 59,000 fairgoers during our 9-day event.

#### **Sponsor will receive:**

- Signage:** Sponsor's sign or banner will be hung on the end of the building. Sponsor to supply sign. Name will also be listed on signs at pedestrian entrance gates. Sign to be provided by the Fair.
- Printed Materials:** Company logo/Individual name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$65 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- The Voice of the Fair:** Sponsor's name will be mentioned each time announcements are made to notify fairgoers of happenings in building. For instance, "Stop by *for a free plant from the Master Gardeners* and check out the amazing 700 pound pumpkin, prize winning grapes and apples all in the *XYZ Fertilizers* Garden and Field Crops Building."

### **Package 10 (Golf Cart Sponsorship)**

The fair association uses golf carts to transport its many employees to various places on the grounds during the fair. Sponsoring these carts would give your company virtually unlimited exposure during our fair.

The 2008 Fair drew in 59,000 fairgoers during our 9-day event.

#### **Sponsor will receive:**

- Signage:** Company/Individual's signs displayed on the individual cart being sponsored (signs to be provided by fair).
- Printed Materials:** Company logo/Individual name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- 10% in tickets back for sponsoring \$500 and over.**

**Package 11 (Vehicles and Lodging)**  
**Holiday Inn Express is a 2009 Lodging Sponsor**

**Sponsor will receive:**

- Signage:** Company/Individual's signs displayed at the entrance gates and in front of the fair office (sign to be provided by fair).
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Printed Materials:** \$500 and over: Company logo/Individual name included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Tickets:** \$500 and above – Receive 10% of contribution in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.

**Package 12 Nationwide Demolition Derby Sponsorship \$1,000**  
**5 available for each day.**

- **Guaranteed Visibility:** Sponsors of each event will be thanked over the PA several times during the event. Do you have a large flashy company vehicle? If so you may drive it onto the track prior to the event.
- **Signage:** Sponsor will also be listed on signs at pedestrian entrance gates. Sign to be provided by the Fair.
- **High Traffic.** 2008 Fair drew in 59,000
- **Web Site:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- **Brochure.** The high quality brochures will name you as a sponsor of the Demo Derby. We distributed 45,000 throughout 6 counties in 2008.
- **Pre-Fair Publicity.** Press Releases will include Sponsors of the Demolition Derby.
  - **Radio and TV interviews** will include mention of our Sponsors.
  - **Your logo will be used** in any print ads relating to Demolition Derby.
  - **Community Channel Three interviews**
  - **Shentel and the Video Club will film** the Demolition Derby.
  - **You may provide or assist with writing copy** for articles.
- **Partnership.** We ask that you provide logos and material in advance for use in articles and advertisements.
- **Placemats.** 10,000 placemats will be distributed to regional eateries.
- **Tickets:** Receive \$100 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- **Contests & Trophy – drive traffic to your store:** Use the tickets as an employee incentive or as a free drawing item. Draw people to your location to complete an entry ticket for the contest. The trophies will arrive in April and will be featured at Sponsor's locations.

**County Derby: Sheetz Brothers (2008 and 2009)**

**Open Derby:**

## **Valley Health First Aid Center - \$1,000**

Sponsor will receive:

- Signage:** Will contain company name and logo to be hung on the building. Name will also be listed on signs at pedestrian entrance gates. This sign will be provided by Fair.
- Printed Materials:** Company logo/Individual name will be included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Radio/TV Interviews:** Based on availability, prior to the fair as well as during the fair, live-remotes or scheduled interviews may be used to thank your company.
  - **Community Channel Three interviews** have been requested.
  - **Shentel and the Video Club will film the fair** each day.
- Pre-fair Press Releases:** Your name will be featured in various Press Valley Releases related to the location you choose to sponsor.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Tickets:** Receive \$100 in tickets of your choosing. Keep these for yourself or use as employee incentives or vendor perks if you'd like.
- The Voice of the Fair:** Sponsor's name will be mentioned at various times. For instance, "Stop by the **Valley Health First Aid Center** located at the back of the grandstand for a free pencil."

## **Grandstand Naming Rights - \$6,000**

- Signage:** 2 x 20 foot banner will contain company name and logo to be hung at the best location near the stage. Name will also be listed on signs at pedestrian entrance gates. Banner and sign will be provided by Fair.
- Printed Materials:** Company logo/Individual name will be included on all material printed by the Fair if sponsored prior to printing deadlines. 45,000 full color brochures were distributed to six (6) counties in 2008.
- Radio/TV Interviews:** Based on availability, prior to the fair as well as during the fair, live-remotes or scheduled interviews may be used to thank your company.
  - **Community Channel Three interviews**
  - **Shentel and the Video Club will film the fair** each day.
- Pre-fair Press Releases:** Sponsor's name will be featured in various Press Releases related to the grandstand events.
- Website recognition:** "Sponsors" page of ShenCoFair.com until April 2010. Reciprocal links are industry standard.
- Truck or Tent:** This level affords the sponsor a space for distribution of products such as a tasting tent or for the sale of items. Space to be negotiated with fair manager.
- The Voice of the Fair:** Sponsor's name will be mentioned at various times. For instance, "Stop by **Valley Health First Aid Center** located at the back of the grandstand for a free pencil."

## **Grandstand Sign Information**

Grandstand Sign (4' x 8'; in place year-round)\*  
Cost is \$300 per year. Installation fee \$75.



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