

HOWARD COUNTY AGRICULTURAL SOCIETY

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THOMAS V. BARNES, EXECUTIVE SECRETARY


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Fair Sponsor Categories & Details

Level	Amount per Year	Commitment	Permanent Signage	Fair Week Signage	Notes
Grand Champion	\$2,000	3 years	4'h x 16'w	4' x 8' banner	Sponsorship includes Fair Day Sponsor. 12 current year Fair Grandstand Buttons included.
Reserve Champion	\$1,500	3 years	4'h x 8'w	4' x 6' banner	6 current year Fair Grandstand Buttons included.
Blue Ribbon	\$1,000	1 year	Not Available	3' x 6' banner	4 current year Fair Grandstand Buttons included.
Red Ribbon	\$500	1 year	Not Available	3' x 4' banner	
White Ribbon	\$300	1 year	Not Available	3' x 3' banner	
Participation Ribbon	Under \$300	1 year	Not Available	Sponsors in this level will be combined onto one banner, with banner size determined upon layout.	

All Sponsors, regardless of Level, are invited to the Fair's Sponsor Appreciation Banquet, held the week prior to the Fair.

Permanent Signage	<p>All-weather permanent signs will be located on outside of race track fence along 7th Street West. (See concept photo to the right). Signs are made using a commercial grade vinyl graphic over a Corplex polycarbonate panel that is a high density & weather resistant material that will withstand the elements. Permanent signs will be left up year-round.</p>	
Fair Week Signage	Fair week signage are individual (unless noted) vinyl banners displayed during Fair week. Banners will be placed around the fairgrounds in high traffic areas. Banners to include sponsor logo, website (if available) and one-line contact information (phone number).	
Social Media Promotions	Social Media Promotions: The Fair will use several avenues of social media to promote its sponsors. These include Face Book, Text alerts/messaging, special sponsor photos where available and other media as developed. Social media promotions of all sponsors will be throughout the year.	
Electronic Displays:	There will be large screen TVs and A/V screens located in several high traffic buildings on the fairgrounds. These will be controlled via a single source controller located in the Fair office. These will continually display sponsor information, daily schedules, message alerts (weather related for example) grandstand and grounds entertainment updates, youth livestock and static exhibit updates. Live stream of livestock shows will also be done as available.	
Website:	A special 'Sponsor Page' will be on the Fair website listing all of the sponsors, using sponsor logos and other information as available.	
Daily Fair Sponsor:	Grand Champion sponsor will be a sponsor of a day during the Fair. Extra media promotions will be provided for the day sponsors.	

For more information, please contact any member of the Sponsor/Marketing Committee. They include Janice Ollendick (563-419-0623), Dean Lickeig (563-547-0444), Michael Ollendick (563-380-9224) and Tom Barnes (641-220-4408).

