



Partner with the Amherst County Fair!



The Amherst County Agriculture Committee is pleased to announce the
2019 Amherst County Fair!

The 2019 Amherst County Fair will be held August 15-18 in Amherst.
We expect thousands of individuals to be in attendance again this year. Approximately 15,000 attended last year's Fair! Plans are underway for a fun-filled event that will include agriculture competitions, midway rides, carnival food, strolling entertainers, local vendors, and a fabulous lineup of live music at the same location as last year...Sweet Briar Drive in Amherst!

Sponsorship of the Amherst County Fair will provide marketing opportunities for your business and it will also ensure a successful event. Our mission is to provide an agriculturally focused community event with a nostalgic and family-fun theme. Sponsorship donations will help secure musicians and other entertainment, as well as, necessary fairground equipment and supplies.

There are several levels of sponsorship to choose from as indicated on the accompanying sponsorship form. The exposure and visibility provided to our sponsors include: special recognition before and during the event in printed materials and online, banner display, exhibit space, admission and ride passes and more. Businesses that are supportive and engaged in their community enrich the quality of life in Amherst County and make events like our County Fair possible. We look forward to letting the community and visitors know how much we appreciate your support!

Sincerely,

Jeff Floyd, Chairman
Amherst County Ag
Committee
(434) 546-2516
[Email](#)

Vanessa Angus, Director
Amherst County Fair
(434) 946-0990
[Email](#)

Ed Sale, Chairman
Amherst County Fair
(434) 946-5336
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Call (434) 946-0990
or email Vanessa.Angus@AmherstCountyFair.com for more information

Amherst County Fair • PO Box 13 • (434) 946-0990 • www.AmherstCountyFair.com



Be an Amherst County Fair Sponsor!

August 15-18, 2019

The fun, open atmosphere of a community-driven county fair offers businesses like yours a chance to market and promote your products and/or services, engage consumers, generate leads, make sales and build a positive community image throughout Amherst County and the region. Our Ribbon Sponsorship Program offers many ways to support the fair while promoting your business/organization. Contributions are tax deductible for businesses and individuals!



Reach a diverse audience and gain unparalleled exposure. Be a fair sponsor!

PRESENTING SPONSOR - \$10,000



As the Presenting Sponsor, you will receive the highest level of sponsorship recognition.

- Exclusive recognition as the Presenting Sponsor
- VIP opportunity to speak on stage and address attendees during the event
- Logo recognition as the Presenting Sponsor on all printed marketing materials distributed prior to the event, and on all media alerts and media advertisements
- Prominent logo on banner to be placed on the ferris wheel
- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo, business description and link on website sponsor *and* home page
- Logo on fairgrounds map and website map page
- Prominent logo placement on event banner at the fairgrounds entrance and exit
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgement throughout the 4-day event
- Admission and Ride passes and VIP parking passes (10 admission passes & 10 VIP wristbands for one session of rides)
- First choice product display space

Blue Ribbon/Presenting – \$5,000 or more



- Prominent logo on banner to be placed on the ferris wheel (*first come/first serve – 4 sponsors max. Sponsor covers cost of banner*)
- Logo on all event printed materials
- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo, business description and link on website sponsor page
- Logo on fairgrounds map and website map page
- Prominent logo placement on event banner at the fairgrounds entrance and exit
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgement throughout the 4-day event
- Admission and Ride passes (10 admission passes & 10 VIP wristbands for one session of rides)
- VIP parking passes (4)
- Second choice product display space

Red Ribbon/Attraction – \$2,500 or more

- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo at sponsored attraction or competition location
- Logo, business description and link on website sponsor page
- Logo on fairgrounds map and website map page
- Logo on printed promotional materials
- Right to use County Fair logo in marketing materials and promotional items
- Admission and Ride passes (10 admission passes & 5 VIP wristbands for one session of rides)
- VIP parking passes (4)
- Product display space

Yellow Ribbon/Competition – \$1,000 or more

- Logo on competition or attraction signage
- Logo and link on website sponsor page
- Logo on printed promotional material
- Right to use County Fair logo in marketing materials and promotional items
- Admission and Ride passes (10 admission passes & 2 VIP wristbands for one session of rides)
- Product display space

White Ribbon/Supporter – \$500 or more

- Business name and link on website sponsor page
- Business name on printed promotional material
- Admission (10 admission passes)

Friends of the Fair - \$150 or more

- Business name and link on website sponsor page
- Business name on printed promotional material



Amherst County Fair Sponsorship Agreement



THIS SPONSORSHIP AGREEMENT is made and entered into this _____ day of _____ by and between AMHERST COUNTY FAIR and _____

It identifies sponsorship terms for the 2019 Amherst County Fair.

Sponsorship Level: _____

Amount: \$ _____

TERMS:

Sponsorship agreements due no later than May 31, 2019. An invoice will be provided. Full sponsorship amount due by June 28, 2019.

Sponsor Representative

Date _____

Amherst County Fair Representative

Date _____

SPONSOR CONTACT INFORMATION:

Phone _____

E-mail _____

Mailing Address _____

Website: _____

Social Media URL: _____

Make checks or money order payable to Amherst County
Mail to: Amherst County Fair – P.O. Box 13, Amherst VA 24521

NOTES: