

2018 Sponsorship Packet

“Bring’em to Ingham - The Family Fun Fair.”



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The Ingham County Fair preserves the rich agricultural heritage, and community-centered traditions of providing fun, safe, and family-focused events. The Ingham County Fair is one of Michigan's largest County Fairs with 2018 marking our 164th anniversary.



Nestled in the quaint town of Mason, Michigan, every year in late July and early August, we host 30,000 plus fair enthusiasts. Drawing from a one hundred mile plus radius, guests come to the fair to be entertained, have a good time, and experience American traditions! The fairgrounds consists of multiple venues all situated on our beautiful 72 acre park-like setting.

Leadership, community service, and showmanship are the values being instilled in the young people who participate in the still life, livestock, and equine exhibits. As community business partners and local leadership we are inviting you to be involved with the history and tradition of one of the oldest and most endearing institutions in Ingham County and the State of Michigan.

Partnering with the Ingham County Fair provides you with the unique opportunity to deliver your message, educate the consumers, and sell your services and/or product line. The Ingham County Fair offers the perfect opportunity for marketing that demonstrates community support and stewardship of the traditions and values represented within the Ingham County Fair.

The Fair would be happy to work with you to tailor a sponsorship program that fits within your budget and provides a platform for promoting your organization/business. We invite you to make an investment in the 164th year of history and tradition of excellence that is the Ingham County Fair. Call (517)676-2857 or email us at mmccorkle@ingham.org

Executive Sponsorship – Level 1

Sponsorship Investment of \$5,000 - \$6,000

Sponsor one of the 6 days of the Fair! Each day has a flavor of its own; from opening day to closing, each day is chock full of activities, attractions and possibilities! Your sponsorship is a statement about the importance you place on family activities and just plain good old fashioned fun and food!

As a part of your Executive Sponsorship you will receive:

- Sponsored day will be named “**(Your Company Name) Day**” at the Ingham County Fair
- Space to display **(Your Company Logo)** in front of the Grandstand on your day
- **(Your Company Logo)** displayed at six perimeter location all week (Four primary entrance gates and two primary road entrances)
- **(Your Company Name and Logo)** on the Ingham County Fair webpage and our Facebook page with a link to your website
- Announcements during events that your Company is today’s Fair Sponsor
- Designate “**(Your Company Name) Day**” in all advertising mediums relative to the sponsored day
- **(Your Company Logo)** in Fair Guide and an on-line class listing
- 10 Season Passes to Fair (valued at \$30/pass)
- 10 Grandstand Tickets for Reserved Seating (valued at \$10/ticket)



Grandstand Sponsorship – Level 2

Sponsorship Investment of \$3,000 - \$5,000

At this level, you may become a Sponsor for any Grandstand Event including:

Monday – Barrel Racing

Tuesday – SJO Motocross

Wednesday – USA Demolition Derby

Thursday – USA Demolition Derby

Friday – NTPA Tractor Pulls

Saturday – Spartan Speedway Demo Derby



As a part of your Grandstand Event sponsorship you will receive:

- The sponsored event will be “**(Your Company Name)**” event at the Ingham County Fair
- Space to display **(Your Company Logo)** in front of the Grandstands on the day of your Sponsored Event
- **(Your Company Logo)** displayed at six perimeter location all week (Four primary entrance gates and two primary road entrances)
- **(Your Company Name and Logo)** on the Ingham County Fair webpage and our Facebook page with a link to your website
- Listing as Grandstand Event Sponsor in the Ingham County Fair web page and Facebook page
- Designate **(Your Company)** as sponsor of the Grandstand Event in all advertising mediums
- **(Your Company Logo)** in the Fair Guide
- 10 Season Passes (valued at \$30/pass)
- 5 Grandstand Tickets for Reserved Seating (valued at \$10/ticket)

Blue Ribbon Sponsorship – Level 3

Sponsorship Investment - \$1,000 - \$3,000

Make yourself known by sponsoring one of our Free Fair Shows! Choose from:

- Mark Maze – A Branson style family show
- Butterfly Fun House
- Ben Risney Chainsaw Artist
- Circle of Life
- Miller's Petting Zoo
- Cirque Amongus
- Family Fun Zone

As a part of your Grandstand Event sponsorship you will receive:

- Announcements during each performance (where applicable) and/or sponsorship signs
- **(Your Company Name and Logo)** on the Ingham County Fair webpage and our Facebook page with a link to your website
- **(Your Company Logo)** outside entrances of sponsored free show
- **(Your Company Logo)** in the Fair Guide and online class listing
- 10 Fair Admission Passes (valued at \$8/pass)





Community Partners Sponsorship – Level 4

Sponsorship Investment \$500 - \$1,000

Your contribution will help support our efforts to “preserve, promote and protect” our rich agricultural heritage by encouraging youth in agriculture to continue to participate in the activities at the fair.

As a part of your Community Partners Sponsorship you will receive:

- Listing as a sponsor on the Ingham County Fair Web page and our Facebook page
- Sponsor sign placement at the venue site
- 4 Season Passes (valued at \$30/pass)





Cultural Enhancement Sponsorship– Level 5

Sponsorship Investment \$200-\$500

The Cultural Enhancement Sponsorship celebrates and supports the free, diverse experiences throughout the week of fair; such as musical entertainment, Ladies Day, Senior Citizen’s Day, and Multicultural Day.

As a part of the Cultural Enhancement Sponsorship you will received:

- Announcements during performances
- Listing on the Ingham County Fair Web page and Facebook page
- 2 Season Passes (valued at \$30/pass)





Thank you for your support as a sponsor for the 2018 Ingham County Fair held July 30th thru August 4th, 2018.

Please submit your payment and logo by Monday, June 1, 2018.

Please return this Invoice & submit your payment as follows:

Ingham County Fair
Mark McCorkle
700 E. Ash St
Mason, MI 48854
P#: (517) 676-2857
F#: (517) 676-3733

Please submit your company logo as follows:

- Electronic format in JPEG
- Re: 2018 Ingham County Fair
- Email to mmccorkle@ingham.org

Sponsorship Type:

- Executive Sponsorship – Level 1: Amount\$ _____
- Grandstand Sponsorship – Level 2: Amount\$ _____
- Blue Ribbon Sponsorship – Level 3: Amount\$ _____
- Community Partners Sponsorship – Level 4: Amount\$ _____
- Cultural Enhancement Sponsorship– Level 5: Amount\$ _____
- Fence Banner Advertisement – Level 6 \$300 _____ (Without Providing a Sign)
Level 6 \$200 _____ (Provided Sign)

Note: _____

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Payment (please check):

- Invoice my business, Net 30: _____
- Check: (Make payable to Ingham County Fair): _____
- Cash: _____
- Credit Card

Type of Credit Card: _____

Amount\$: _____

Name as it appears on the Credit Card: _____

Credit Number: _____

Security Code: _____