



Charles County Fair Sponsorship Opportunities!

The Charles County Fair has put together recommended sponsorship packages to meet various levels of investment and marketing reach. These packages are just a starting point and can be customized to best meet your advertising objectives and resources. Sponsorship has unique qualities, allowing a sponsor to directly interact with and be in front of a target market. These interactions can lead to an increase in brand loyalty, brand awareness, and of course, increased business and profits.

Diamond Sponsor - \$10,000 or more

Package Includes:

- 20 Season Passes
- 12 one-day passes
- 10' x 10' Commercial Outdoor Display Booth Space **OR** a 6' x 8' indoor as space (Subject to Availability as spaces are limited).
- Either – Two 30 second advertisements **OR** four 15 second advertisements on the Video Wall playing at least 3 times per hour
- Sponsor Listing on the Video Wall several times per day
- 3 – 4' x 6' banners displayed near entrance gates **OR** at other prominent locations throughout the fairgrounds with your company logo/information.
- Stage Naming Rights for the duration of the Fair. (Limited to the first 3 Diamond Sponsors)
- Recognition on the Charles County Fair Website and Facebook Page
- At least 4 P.A. announcements each day throughout the fair.
- Recognition at Thursday evening Queen's Pageant and Friday Morning's Opening Ceremonies
- Sponsorship listing in the Fair Schedule Brochure
- Recognition in Fair advertisements after the Fair

Platinum Sponsor - \$5,000 to \$9,999

Package Includes:

- 16 Season Passes
- 6 one-day passes
- 10' x 10' Commercial Outdoor Display Booth Space **OR** a 6' x 8' indoor as space (Subject to Availability as spaces are limited)
- Either – One 30 second advertisement and one -15 second advertisement or three 15 second advertisements on the Video Wall playing at least 3 times per hour
- Sponsor Listing on the Video Wall several times per day
- 3 – 3' x 5' banners displayed near entrance gates **OR** at other prominent locations throughout the fairgrounds with your company logo/information.
- Recognition on the Charles County Fair Website and Facebook Page
- At least 3 P.A. announcements each day throughout the fair.
- Recognition at Thursday evening Queen's Pageant and Friday Morning's Opening Ceremonies
- Sponsorship listing in the Fair Schedule Brochure
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Gold Sponsor - \$2,500 to \$4,999

Package Includes:

- 12 Season Passes
- 4 one-day passes
- 10' x 10' Commercial Outdoor Display Booth Space **OR** a 6' x 8' indoor as space (Subject to Availability as spaces are limited)
- Either – One 30 second advertisement **OR** two 15 second advertisements on the Video Wall playing at least 3 times per hour
- Sponsor Listing one the Video Wall several times per day
- 2 – 3' x 5' banners displayed near entrance gates (Main gate and South gate) with your company logo/information.
- Recognition on the Charles County Fair Website and Facebook Page
- At least 2 P.A. announcements each day throughout the fair.
- Recognition at Thursday evening Queen's Pageant and Friday Morning's Opening Ceremonies
- Sponsorship listing in the Fair Schedule Brochure
- Recognition in Fair advertisements after the Fair

Silver Sponsor - \$1,500 to \$2,499

Package Includes:

- 8 Season Passes
- 4 one-day passes
- 10' x 10' Commercial Booth 10' x 10' Commercial Outdoor Display Booth Space **OR** a 6' x 8' indoor as space (Subject to Availability as spaces are limited)
- One 15 second advertisement on the Video Wall playing at least 3 times per hour
- Sponsor Listing one the Video Wall several times per day
- 2 - 3' x 5' banners displayed near entrance gate of choice (Main gate or South gate) with your company logo/information.
- Recognition on the Charles County Fair Website and Facebook Page
- At least 2 P.A. announcements each day throughout the fair.
- Recognition at Thursday evening Queen's Pageant and Friday Morning's Opening Ceremonies
- Sponsorship listing in the Fair Schedule Brochure
- Recognition in Fair advertisements after the Fair



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Bronze Sponsor - \$1,000 to \$1,499

Package Includes:

- 4 Season Passes
- 4 one-day passes
- Sponsor Listing one the Video Wall several times per day
- 1 - 3' x 5' banner displayed near entrance gate of choice (Main gate or South gate) with your company logo/information.
- Recognition on the Charles County Fair Website and Facebook Page
- At least 1 P.A. announcements each day throughout the fair.
- Recognition at Thursday evening Queen's Pageant and Friday Morning's Opening Ceremonies
- Sponsorship listing in the Fair Schedule Brochure
- Recognition in Fair advertisements after the Fair

Patron Sponsor - \$500 to \$999

Package Includes:

- 2 Season Passes
- 4 one day passes
- Sponsor Listing one the Video Wall several times per day
- Recognition on the Charles County Fair Website and Facebook Page
- At least 1 P.A. announcements each day throughout the fair.
- Sponsorship listing in the Fair Schedule Brochure
- Recognition in a Maryland Independent Ad after the Fair

Friend of the Fair - \$100 to \$499

Package Includes:

- 2 Season Passes
- Recognition on the Charles County Fair Website and Facebook Page
- Sponsor listing on the Video Wall multiple times throughout the Fair
- Recognition in Fair advertisements after the Fair



Charles County Fair Sponsorship Opportunities!

Unique Sponsorship Opportunities

Golf Cart Sponsorship - \$2,500

Golf Carts are an important mode of transportation around the Fairgrounds for Fair board and staff. The carts are in constant use and always in the public eye. Why not put your ad on them and get continual exposure throughout the Fair. Your sponsorship will include signage on each of the 17 or more golf carts and Gators used by the Fair Board as well as listed in the Program Schedule brochure (if sponsorship is received by August 1, 2018) and mentioned on the Video Wall multiple times throughout the fair. You will also receive 10 season fair passes. Very visible and very trendy. Your logo can be included if provided.

Gates Naming Rights - \$2,500 per gate

Make a big splash at the Fair! Gate sponsors will have an entry gate named after them for the duration of the Fair. Gates will be referred to as the "Your Company Name" gate instead of the Main gate or the South Gate. We will promote the fact that your gate is the "Your Company Gate" at the fair in the Daily Schedule and mentioned on the Video Wall. We will give you the opportunity for signage, sampling, or couponing at your gate. Your sponsorship will also be mentioned on the Fair website and Facebook pages and included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 8 season passes. This is an outstanding opportunity, but is limited to the first 2 sponsors that sign on!

Kids Day Sponsor - \$1,000 (Available for Kid's Day, Friday, September 14, 2018 only)

Kids day at the fair is one of the busiest days of the fair and is attended by a very large number of kids under the age of 18. What a great way to reach the kids and families of the fair. Your sponsorship will include signage throughout the fair (Logo included if provided in time) and you will be mentioned on the Video Wall multiple times throughout the fair, as well as on the Fair website and Facebook pages and your sponsorship will be included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 10 one-day fair passes. This is a unique opportunity to enhance your business or corporate image and build goodwill in the community.

Information Booth Sponsor - \$1,000

Located in the middle of the fairgrounds, the information gazebo booth has a high volume of fair goers walking by the booth throughout the day. This high visibility location is seen by all. This package includes signage with your company logo and name around the Information Booth where all can see, listed in the Program Schedule brochure (if sponsorship is received by August 1, 2018), and mentioned on the Video Wall and the Fair website and Facebook pages. Package also includes 10 season fair passes.



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Main Stage Sponsorship: \$1,000/ day of the fair

Showcase your company's banner during all the events on the main stage throughout the day. The main stage is near the center of the fair in a high traffic area. A large majority of the fair attendees either watch the various entertainment acts each day of the fair or walk by the main stage. Your company will be mentioned on the video wall and the Fair website and Facebook pages and your sponsorship will be included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 10 one-day fair passes for each day of sponsorship. Don't miss this awesome opportunity to promote your company to the fair attendees who shop at the at local businesses and organizations.

Pavilion Stage Sponsorship – \$1,000 per day of the fair

Showcase your company's banner during all the events on the main stage throughout the day. The Pavilion stage is located at the end of Commercial B and is a covered stage featuring a multitude of activities each day, including the famous baby show on Saturday. A large number of the fair attendees come to watch the various entertainment acts each day of the fair. A tent next to the pavilion draws additional fair attendees who come to sit and each at the picnic tables located on the tent, where they can also watch the various entertainment located on the Pavilion stage. Your company will be mentioned on the video wall and the Fair website and Facebook pages and your sponsorship will be included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 10 one-day fair passes for each day of sponsorship. Don't miss this awesome opportunity to promote your company to the fair attendees who shop at the at local businesses and organizations.

Greens Stage Sponsor - \$1,000 per day of the fair

Showcase your company's banner during all the events on the Greens stage throughout the day. Your sponsorship will also be mentioned on the video wall and the Fair website and Facebook pages and your sponsorship will be included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 10 one-day passes for each day of sponsorship. The Greens stage is located in the Commons area between the many exhibit buildings, the main corridor between the Carnival mid-way and the south entrance gate, a high traffic area. A large number of the fair attendees either watch the various entertainment acts each day of the fair or walk by the Greens stage. Don't miss this awesome opportunity to promote your company to the fair attendees who shop at the at local businesses and organizations.

Food Court Sponsor - \$500 per day of the fair

As a sponsor of the Charles County Fair Food Court, you will receive signage in the location of the food court, be listed in the Program Schedule brochure (if sponsorship is received by August 1, 2018) and mentioned on the Video Wall. You will also receive 10 one-day passes for each day of sponsorship.



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Indoor Show Ring Sponsor - \$1,500 for the duration of the fair

Located in the new livestock barn where the 4-H and open fair animals are shown and where the 4-H livestock auction takes place on Saturday night. The indoor show ring is a busy place throughout the fair creating a very unique opportunity to promote your business and support of the 4-H kids. Your sponsorship includes 2 - 3' x 5' banners, will also be mentioned on the video wall and the Fair website and Facebook pages, and your sponsorship will be included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 8 season fair passes for each day of sponsorship.

Outdoor Horse Show Ring Sponsor - \$750 for the duration of the fair

Located in the to the side of the Carnival mid-way, the Show Ring pulls in a large crowd for the light and heavy draft horse pull on Saturday night as well as other events throughout the day on Friday and the 4-H horse show on Sunday. Your sponsorship will also be mentioned on the video wall and the Fair website and Facebook pages and your sponsorship will be included in the Program Schedule brochure (if sponsorship is received by August 1, 2018). Package also includes 10 one-day passes for each day of sponsorship.

Picnic Table Sponsor - \$500 per Picnic Table (Lifetime Sponsorship)

Fair visitors sit, relax, eat, and enjoy the fair with your company or family name on the picnic table. This sponsorship will include a name plate attached to your brand new "Lifetime" picnic table and you will also receive 4-one day passes to the fair.

Custom Sponsorship Package

Don't see a sponsorship package that interests you? Let us work with you to develop a creative and attention getting sponsorship package that best meets your objectives and resources. Our goal is to create a mutually beneficial and long-lasting partnership with you as a sponsor, and we look forward to taking the next steps towards reaching that goal.