



## **Charles County Fair, Inc.**

**Post Office Box 968**

**La Plata, Maryland, 20646**

**Phone: 301.932.1234**

**Fax: 301.934.6221**

March 1, 2018

Dear Potential Sponsor:

This year is the 95<sup>th</sup> anniversary of the Charles County Fair. What began as a modest community gathering of farmers, friends, and neighbors to celebrate the harvest and to compare crops, flocks, and herbs in friendly competition, has evolved into the ***finest family value in Charles County.***

The backbone of our Fair is still the combination of the livestock barns, poultry barn, and numerous other exhibit buildings displaying the bountiful fruits of the harvest, 4-H Exhibits, fine arts, flowers, baking and canning, sewing and quilting, senior citizens, and projects of our school children. Additionally, we have an outstanding Farm Museum, an old restored authentic one room school house, a large carnival midway, mouthwatering foods, and a vast array of indoor and outdoor commercial exhibits. We welcome between 45,000 and 55,000 people through the gates during the fair.

The Charles County Fair, Inc. is a private stockholder, all volunteer, 501 (c)(3) non-profit organization and we do not receive county or state funds. All income to operate the fair, provide a free firework display at the 4<sup>th</sup> of July and provide a place for the 4-H kids and other community organizations to gather is generated with fair income and off-season rentals of the grounds and buildings. We are trying to keep the cost of the fair down so it is affordable for families for years to come. However, our costs have increased and there are numerous capital improvements that must be addressed to remain a viable and safe operation. A major, high priority project is to replace the 4-H building, which has become unsafe.

To improve the fairgrounds, add new and better entertainment and facilities for the public, and continue to strengthen the agricultural education programs, we need to offset the increasing expenses of the fair. Therefore, we are asking you to consider a sponsorship.

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. As a sponsor, you have the opportunity to bring your product or concept to a live audience through association with the public, who not only enjoy our fair, but also love to shop at local businesses and organizations. We offer many benefits and options available only to our sponsors, and we are happy to work with local businesses, organizations, and corporations to tailor a sponsorship package to meet your needs and expectations. We have a large variety of sponsorship packages to choose from and can even customize one for you.

Thank you for your continued patronage!

Sincerely yours,

Glenn R. Belmore  
President  
Director  
Charles County Fair, Inc.

Dean A Daetwyler  
Sponsorships and Entertainment  
Director  
Charles County Fair, Inc.