

SPONSORSHIP & ADVERTISING CONTRACT

Williams County Fair
Superintendent of Sponsorship
David Page
419-630-6388

619 East Main Street
Office 419-485-3755
Fax 419-485-1324
Email – office@wcofair.com

Montpelier, Ohio 43543
Superintendent of Advertising
Alan Bennett
419-551-0950

Find us on Facebook at WCOFair or on the web at www.wcofair.com

Celebrating 120 Years!
Williams County Fair
September 7th – 14th, 2019
Ridin' Rockin' & Livestockin'

For OFFICE use ONLY	
Received Date	_____
Paid in Full	_____
Received By	_____

We invite you to promote your business and support the 4H / FFA youth of the great Williams County Fair. The combination of opportunities with the Sponsorship Committee and the Advertising Committee are almost endless. Every dollar counts! Your support goes miles to help underwrite the costs of the fair and in turn helps us to support the youth, the projects and make the fair a huge success with all the guests. The Williams County Fair on average has over 55,000 people through our fair gates over the 8 day period. That is excellent exposure for your business advertisement. While we have several predefined levels and opportunities, we can tailor a package that best suits your needs. Don't see what you are looking for.....call Dave or Alan today!

Please Print Legibly

BUSINESS NAME: _____

CONTACT NAME: _____ PHONE #: _____

ADDRESS: _____ FAX #: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

Platinum Sponsors of \$2500 or more for the concert are entered to win box seats with catered meal. We will draw four tickets to win a pair of seats. Eight couples with meals for the concert event!! Unique opportunity to premier seats!

From Page 2 of the Sponsorship & Advertising Contract, enter the total amount due: \$ _____ .00

PAYMENT PROCESSING

CASH _____ CHECK # _____ (Make Checks payable to Williams County Agricultural Society)

VISA/MASTERCARD # _____ EXPIRES _____

CARDHOLDER NAME _____ THREE DIGIT CODE _____

(Credit Card Payments have a courtesy fee added to the transaction total)

2019 WILLIAMS COUNTY FAIR PRICING SHEET – Sponsorship & Advertising Contract

MAIN EVENT SPONSORSHIP OPTIONS

Event Name	Platinum	Gold	Silver	Bronze
Rock Concert Sponsor	_____ \$2000 & up	_____ \$1000 - \$1999	_____ \$500 to \$999	_____ \$250 to \$499
<i>Platinum Level; • name recognition on social media and fair printed materials • PA announcements day of the concert • meet & greet passes for 2 people • 2 tickets to the concert • 2 weekly passes • 2 premium parking permits • Chance to win box seats!</i> <i>Gold Level; • name recognition on social media and fair printed materials • PA announcements day of the concert • 2 meet & greet passes • 2 tickets to the concert</i> <i>Silver Level; • name recognition on social media and fair printed materials • PA announcements day of the concert • 1 weekly pass</i> <i>Bronze Level; • name recognition on social media and fair printed materials • PA announcements day of the concert</i>				
Demo Derby Sponsor	_____ \$2000 & up	_____ \$1000 - \$1999	_____ \$500 to \$999	_____ \$250 to \$499
<i>Platinum Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby • 4 pit passes for the Derby • 4 weekly passes</i> <i>Gold Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby • 2 grandstand seats to the Derby • 2 weekly passes</i> <i>Silver Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby • 1 weekly pass</i> <i>Bronze Level; • name recognition on social media and fair printed materials • PA announcements day of the Derby</i>				

SECONDARY EVENT SPONSORSHIP OPTIONS

Event Name	Gold	Silver	Bronze	Sponsorship Level Incentives
Flat Track Racing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gold Level \$1000 & Up; Name recognition on social media & fair printed materials, PA announcements day of the event, 2' x 4' banner at the event, 2 week passes and 2 tickets to the event. Silver Level \$999 to \$500; Name recognition on social media & fair printed materials, PA announcements day of the event, 2 weekly passes for the fair. Bronze Level \$499 to \$250; Name recognition on social media & Fair printed materials; PA announcements day of the event.
Nostalgic Races	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Dirt Drags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Free Stage Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
All County Band Show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cheer Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Youth Night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

ALTERNATIVE SPONSORSHIP AREAS

Item Name	Amount	✓	Item Name	Amount	✓
Annual Bike Giveaway	\$ 100.00	<input type="checkbox"/>	King & Queen Coronation	\$ 250.00	<input type="checkbox"/>
Harness Racing Blanket	\$ 100.00	<input type="checkbox"/>	Kids Fishing Derby	\$ 100.00	<input type="checkbox"/>
Daily Gate Sponsor	\$ 500.00	<input type="checkbox"/>	Kids Tractor Pull Event	\$ 100.00	<input type="checkbox"/>
Full Day Co-Sponsor of the Fair	\$ 5000.00	<input type="checkbox"/>	Kids Coin Find Event	\$ 100.00	<input type="checkbox"/>
Livestock Show Sponsor	\$ 250.00	<input type="checkbox"/>	Shuttle Sponsor (full week)	\$ 400.00	<input type="checkbox"/>
4H Livestock Judge Sponsor	\$ 150.00	<input type="checkbox"/>	Front Fence Banner (3' x 4')	\$ 220.00	<input type="checkbox"/>
Gillette Cultural Arts Sponsor	\$ 250.00	<input type="checkbox"/>	Website/Facebook Banner Ad	\$ 100.00	<input type="checkbox"/>

FAIRBOOK 2019 ADVERTISING OPTONS

Inside Front Cover (\$250 b/w \$300 color)	\$ _____	Business Card (\$55.00 b/w \$100 color)	\$ _____
Inside Back Cover (\$250 b/w \$300 color)	\$ _____	1/8 Page ad (\$30.00 b/w \$80.00 color)	\$ _____
Outside Back (\$350 color Only)	\$ _____	1/4 Page ad (\$100 b/w \$150 color)	\$ _____
Full Inside Page (\$200 b/w \$250 color)	\$ _____	1/2 Page ad (\$150 b/w \$200 color)	\$ _____

**Fairbook ads must be submitted by the May 1st deadline to be included in the 2019 Fairbook

THANK YOU! The Board of Directors wishes to express our sincere appreciation for your support of the 4H & FFA youth of the Williams County Fair for your sponsorship, support and advertising contribution.