



The Loudoun County Fair

July 26th thru July 31st, 2010

Benefits of being a Sponsor & Application

The 2009 Loudoun County Fair attracted over 30,000 paid fairgoers during the 6-day event. 27,500 full color brochures were distributed throughout Northern Virginia in the month leading up to the Fair. Over 8,000 Fair Guides were distributed during Fair week. The Fair Guide is printed in a full color newsprint 8 ½ by 11 format. Our fair website received over 30,000 hits during the Fair and the months leading up to this huge event!

Friends of the Fair

- *Bronze \$100.00 -- Silver \$150.00 -- Gold \$200.00 -- Platinum \$250.00*
- Sponsor will be listed w/ logo in Fair Guide
- Two FREE weekly Fair passes

Green Ribbon Sponsor (\$300)

Sponsor will receive:

- Four FREE weekly Fair passes (a \$100.00 value)
- One eighth (1/8) page (business card size) ad in Fair Guide

White Ribbon Sponsor (\$600)

Sponsor will receive:

- Eight FREE weekly Fair passes (a \$200 value)
- One quarter (1/4) page ad in Fair Guide

Red Ribbon Sponsor (\$800)

Sponsor will receive:

- Ten FREE weekly Fair passes (a \$250 value)
- One quarter (1/4) page ad in Fair Guide
- Your name or your company name displayed on a six foot banner on Fairgrounds during the Fair (banner supplied by the Fair)

Blue Ribbon Sponsor (\$1000)

Sponsor will receive:

- Twelve FREE weekly Fair passes (a \$300 value)
- One half (1/2) page ad in Fair Guide back page
- 10' x 10' outside display area at the Fair for the entire week
- Your name or your company name displayed on a six foot banner on Fairgrounds during the Fair (banner supplied by the Fair)

Event Sponsorships Available

(choose your event at either a Red Ribbon or Blue Ribbon level)

- Miss Loudoun Fair Pageant – Sunday, July 25, 2010
- Lumber Jack Show – free daily shows the entire week of the Fair
- Demolition Derby (with Minivans) – Monday, July 26, 2010
- Showcase Entertainment Tent - All Week featuring FREE local entertainment

- Professional Rodeo – Thursday, July 29, 2010
- Livestock Auction – Friday, July 30, 2009
- Professional Rodeo – Saturday, July 31, 2010
- Petting Zoo – Open the entire week with FREE admission to the Zoo
- Agricadabra Magic Show – FREE daily shows the entire week.
- Ball of Steel Motorcycle Freestyle Stunt Show Tuesday & Wednesday nights
- The Fire Fighter Show appearing Wednesday thru Saturday
- Masters of the Chain Saw, Thursday, Friday & Saturday

Red Ribbon Event Sponsor (\$2500)

Sponsor will receive:

- Fifteen FREE weekly Fair passes (a \$375 value)
- One half (1/2) page ad in Fair Guide (with mention of sponsorship)
- 10' x 10' outside display area at the Fair for the entire week
- Your name or your company name displayed as a sponsor of event during the Fair (at event location; banner supplied by the Fair)
- Name listed as an event sponsor in Fair Guide, and on Fair website
- Name listed in print advertising for sponsored event
- Logo on Fair website, linked to your web site
- 30 second video advertisement will run alternating during all hours of the Fair on Loudoun County Fair TV, five flat screens located throughout the event
 - ***Deadline for full sponsor benefits for this level is April 23rd.***

Blue Ribbon Event Sponsor (\$4000)

- *Sponsor will receive:*
- Twenty-five FREE weekly Fair passes (a \$625 value)
- One half (1/2) page ad in Fair Guide (with mention of sponsorship)
- 10' x 20' outside display area at the Fair for the entire week
- Your name or your company name displayed as a sponsor of event during the Fair (at event location; banner supplied by the Fair)
- Name listed as an event sponsor Fair Guide, and on Fair website
- Name listed in print advertising for sponsored event
- Name & logo displayed on banner at Fair entrance (banner supplied by the Fair)
- Logo on Fair website, linked to your web site
- Logo in Fair brochure
- 30 second video advertisement will run alternating during all hours of the Fair on Loudoun County Fair TV, five flat screens located throughout the event
- Permission to hand out advertising items, flyers, or company information at your sponsored event
 - ***Deadline for full sponsor benefits for this level is April 23rd.***

Day at the Fair Sponsor (\$5000)

- *Sponsor will receive:*
- Thirty FREE weekly Fair passes (a \$750 value)
- 500 FREE children's passes
- One half (1/2) page ad in Fair Guide
- 10' x 20' outside display area at the Fair for the entire week

- Your name or your company name displayed as a sponsor of Day at the Fair during the Fair (banner supplied by the Fair)
- Name listed as a Day at the Fair sponsor in Fair brochure, Fair magazine, and on Fair website
- Name listed in print advertising
- Name & logo displayed on banner at Fair entrance (banner supplied by the Fair)
- Logo on Fair website linked to your web site
- Logo in Fair brochure
- 30 second video advertisement will run alternating during all hours of the Fair on Loudoun County Fair TV, five flat screens located throughout the event
- Permission to hand out advertising items, flyers, or company information throughout your sponsored day

• Fair Guide Back Cover Sponsor (\$3000) Color Ad

- *Sponsor will receive:*
- Twenty-five FREE weekly Fair passes (a \$625 value)
- Full-page ad on Fair Guide back cover
- Logo on Fair website linked to your web site
- 10' x 10' outside display area at the Fair for the entire week
- Your name or your company name displayed on a six foot banner on Fairgrounds during the Fair (banner supplied by the Fair)
- 30 second video advertisement will run alternating during all hours of the Fair on Loudoun County Fair TV, five flat screens located throughout the event

E-ticket Sponsor (\$1500) – only 2 available

Sponsor will receive:

- Twelve FREE weekly Fair passes (a \$300 value)
- Advertising on e-Tickets purchased on line (over 20,000 web hits before and during Fair)
- Listed as e-ticket sponsor on Fair website
- One eighth (1/8) page (business card size) ad in Fair Guide
- Your name or your company name displayed on a six foot banner on Fairgrounds during the Fair (banner supplied by the Fair)

Golf Cart Sponsor (\$750)

Sponsor will receive:

- Four FREE weekly Fair passes (a \$100 value)
- Name or company name & logo listed on golf carts used throughout the Fair
- Option available to supply golf carts (2 gas-powered) for duration of the Fair
 - Four additional FREE weekly Fair passes
 - Your name or your company name displayed on a six foot banner on Fairgrounds during the Fair (banner supplied by the Fair)
 - Name listed as a golf cart sponsor on Fair website
- Option to permanently donate golf carts (2 gas-powered) to the Fair
 - In addition to benefits above:
 - Twenty total FREE weekly Fair passes
 - Twenty children's passes
 - Name listed as a golf cart sponsor in Fair magazine
 - Benefits are for three years
 - Fair to provide signage

Port-a-Potty Sponsor (\$100) – 9 available

Sponsor will receive:

- Two FREE weekly Fair passes (a \$50 value)
- Name or company name & logo listed on/in one porta-potty
- Name listed as sponsor on Fair website
- Signs provided by the Fair

All Sponsors must complete a Fair Sponsorship Registration form and return, along with your check payable to:

**Loudoun County Fair
P.O. Box 4100
Leesburg, Virginia 20177**

**The Loudoun County Fair is a 501c3 non-profit corporation for tax purposes.
Please consult your tax advisor or accountant for current IRS Rules and Regulations.**

**Ad size 1/8 = 3 1/2" x 2" Ad size 1/4 = 3 1/2" x 4 1/2" Ad size 1/2 = 7 1/2" x 5"
All ad sizes are approximate.**

**Please submit ads electronically in jpeg, gif, or tif formats with at least 300 dpi.
If artwork is not received with these specifications, there is no guarantee on the quality of
appearance in brochure, magazine, or on the website.**

Deadline for Advertisements – April 23rd, 2010 *

***To be included in our Brochure and Web Site. After April 15th we can no longer
guarantee space in these two media programs. May 21st is the deadline for all
remaining sponsor programs, unless pre-approval from the Fair Superintendent.**

Thank you for your community support.

Loudoun County Fair Sponsor Application

(Please Print and Answer all Questions)

Name: _____ Phone: _____

Mailing Address: _____

Email: _____ Web Site: _____

Company Name: _____

Level of Sponsorship Desired: (please check all that apply)

Friend of the Fair: Bronze (\$100) Silver (\$150) Gold (\$200) Platinum (\$250)

Green Ribbon Sponsor (\$300)

White Ribbon Sponsor (\$600) Red Ribbon Sponsor (\$800)

Blue Ribbon Sponsor (\$1000)

Red Ribbon Event Sponsor (\$2500) – please indicate event sponsored _____

Blue Ribbon Event Sponsor (\$4000) – please indicate event sponsored _____

Day at the Fair Sponsor (\$5000) – please indicate day sponsored _____

E-ticket Sponsor (\$1500)

Golf Cart Sponsor (\$750) Port-a-Potty Sponsor (\$100)

Please enclose your check payable to: **Loudoun County Fair**

Mailing address: **P.O. Box 4100
Leesburg, VA 20177**

*Please submit ads electronically in jpeg, gif, or tif formats with at least 300 dpi.
If artwork is not received with these specifications, there is no guarantee on the quality
of appearance in brochure, magazine, or on the website. For design format questions
email:*

Deadline for Advertisements – April 23rd, 2010 *

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***Questions on Sponsor opportunities please email.
Superintendent@loudouncountyfair.com***