



SPONSORSHIP OPPORTUNITIES

JULY 25 – JULY 29, 2023

LOUDOUN COUNTY FAIRGROUNDS

17558 Dry Mill Road • Leesburg, VA 20175

www.LoudounCountyFair.com





2023 LOUDOUN COUNTY FAIR

Sponsorship Opportunities

Grand Champion Event Sponsor

(Minimum of \$10,000) There will be only one Grand Champion Sponsor!

- ▶ 20 weekly passes, 40 daily passes, 10 parking passes in a reserved area.
- ▶ Direct sponsorship of largest-tier available such as Rodeo, Magic Show, Petting Zoo and other major entertainment. Recognition as such in Fair Guide and on website.
- ▶ Invitation for 4 to the exclusive bidder's dinner on Friday Night.
- ▶ Your personalized 2023 Grand Champion Sponsor banner posted at the front gate entrance where all patrons enter the Fairgrounds.
- ▶ Tables and chairs with hors d'oeuvres and non-alcoholic beverages provided for your guests in the Grand Champion Sponsor area on a night of your choice.
- ▶ Deadline for full sponsor benefits for this level is May 1, 2023.

Blue Ribbon Sponsor **(Minimum of \$5,000)**

- ▶ 6 weekly passes, 30 daily passes, 7 parking passes.
- ▶ Direct sponsorship of large-tier available such as Rodeo, Magic Show, Petting Zoo and other major entertainment. Recognition as such in Fair Guide and on website. Choice of sponsored event is first come first serve.
- ▶ 10' x 10' outside display area at the Fair for the entire week. (Must comply with vendor guidelines.)
- ▶ 15 second advertisement, alternating on Loudoun County Fair TV—five flat screens located throughout the Fairgrounds.
- ▶ Your logo on our website with a link to your website.
- ▶ Reserved seating for up to 10 guests upon request for your sponsored event.
- ▶ Ad in our Fair Guide not to exceed 4" x 3" in size.
- ▶ Deadline for full sponsor benefits for this level is May 1, 2023.



Red Ribbon Sponsor (Minimum of \$3,000)

- ▶ 4 weekly passes, 20 daily passes, 5 parking passes.
 - ▶ 10' x 10' outside display area at the Fair for the entire week. (Must comply with vendor guidelines.)
 - ▶ Directed mid-tier sponsorship such as Ribbons, Kids Day, Sykes Hall, with recognition as such in Fair Guide and on website.
 - ▶ Logo on the Fair website linked to your website and a six foot personalized banner with your logo or name on it supplied by the Fair.
 - ▶ Ad in our Fair Guide not to exceed 2" x 3" in size.
 - ▶ 15 second advertisement, alternating on Loudoun County Fair TV—five flat screens located throughout the Fairgrounds.
 - ▶ Deadline for full sponsor benefits for this level is May 1, 2023.
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Yellow Ribbon Sponsor (Minimum of \$1,250)

- ▶ 16 daily passes, 3 parking passes.
 - ▶ Business card size ad in Fair Guide; logo or name on website.
 - ▶ Directed basic-tier sponsorship such as Ice Cream Shack, Senior Day, Barnyard Tours, or Pig Scramble with recognition as such in Fair Guide and on website.
 - ▶ Your name or company logo displayed on a six foot color banner on the Fairgrounds during the Fair (supplied by the Fair or we can display your own personalized banner).
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White Ribbon Sponsor (Minimum of \$750)

- ▶ 10 daily passes, 1 parking pass
 - ▶ Your name or company logo displayed on a six foot color banner on the Fairgrounds during the Fair (supplied by the Fair or we can display your personalized banner).
 - ▶ Name recognition in Fair Guide; name or logo on website.
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Friends of the Fair (Minimum of \$250)

- ▶ 4 daily passes.
- ▶ Name recognition in Fair Guide and on website.

****Event Co-Sponsorship opportunities are available. Terms may be negotiated.**



Please complete this Fair Sponsorship application and return it to:

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

or submit your application online at www.loudouncountyfair.com/sponsors

Loudoun County Fair Sponsor Application

Name of Business

Contact Name

Address

City

State

Zip

Phone

Email

Website

Sponsorship Committee Contact: _____

GRAND CHAMPION EVENT SPONSOR (ONLY 1 AVAILABLE)
(Minimum \$10,000)

BLUE RIBBON SPONSOR
(Minimum \$5,000)

YELLOW RIBBON SPONSOR
(Minimum \$1,250)

FRIENDS OF THE FAIR
(Minimum \$250)

RED RIBBON SPONSOR
(Minimum \$3,000)

WHITE RIBBON SPONSOR
(Minimum \$750)

CUSTOM SPONSOR

Questions?

Call Dan Howard at 703-999-4316 or email sponsors@loudouncountyfair.com.

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