

# Sponsorship Opportunities



**JULY 23 – JULY 27, 2024**

**LOUDOUN COUNTY FAIRGROUNDS**

17558 Dry Mill Road • Leesburg, VA 20175

[www.LoudounCountyFair.com](http://www.LoudounCountyFair.com)





2024 LOUDOUN COUNTY FAIR

# Sponsorship Opportunities

## Grand Champion Event Sponsor

**(Minimum of \$7,500) There will be only one Grand Champion Sponsor!**

- ▶ Complimentary 20 Weekly Passes – 40 Daily Passes – 20 parking passes
- ▶ Direct Sponsorship of your choice of Main Attractions such as Rodeo, Magic Show, Petting Zoo, Hypnotist Show or other major entertainment with reserved seating if applicable at your sponsored event upon request. Choice of event is awarded on a first come, first served basis.
- ▶ Four tickets to the Bidder's Dinner held the Friday of the Fair at Sykes Hall.
- ▶ Recognition of your sponsorship is advertised on the Fair website with a link to your website and a 4"x 3" ad in the Fair guide. Your Personalized 6' 2024 Grand Champion Event Sponsor banner will be posted at the front entrance to the Fairgrounds, visible to all Fair patrons.
- ▶ One 10 x 10 Vendor Tent or outdoor display area available for the full Fair week. Must comply with guidelines for use of this area.
- ▶ 15 second advertisements alternating on the Loudoun County Fair TV. These flat screens are located throughout the Fairgrounds.
- ▶ Deadline for award of all named sponsor benefits for this level is May 1, 2024.

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

- ▶ Complimentary 6 Weekly passes - 30 daily passes - 7 parking passes
- ▶ Direct Sponsorship of Main Attractions such as Rodeo, Magic Show, Petting Zoo, Hypnotist or other major entertainment with reserved seating if applicable at your sponsored event upon request. Choice of event is awarded on a first come, first served basis.
- ▶ Recognition of your sponsorship is advertised on the Fair website with a link to your website and a 4"x 3" ad in the Fair guide. Your Personalized 2024 Sponsor 6' banner will be posted at the entrance to the parking lots on the Fairgrounds, visible to all Fair patrons.
- ▶ 10 x 10 Vendor Tent or outdoor display area available for the full Fair week. Must comply with guidelines for use of this area.
- ▶ 15 second advertisements alternating on the Loudoun County Fair TV. These flat screens are located throughout the Fairgrounds.
- ▶ Deadline for award of all named sponsor benefits for this level is May 1, 2024.



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

- ▶ Complimentary 4 Weekly passes - 20 daily passes - 5 parking passes
- ▶ Directed Mid-Level Sponsorship offering includes Prize Ribbons, Kids Day, or Sykes Hall. Choices are awarded on a first come, first served basis.
- ▶ Recognition of your sponsorship is advertised on the Fair website with a link to your website and a 2" x 3" ad in the Fair guide. Your personalized 2024 Event Sponsor 6' banner will be posted on the Fairgrounds visible to all Fair patrons.
- ▶ One 10' x 10' Vendor Tent or outdoor display area available for the full Fair week. Must comply with guidelines for use of this area.
- ▶ 15 second advertisements alternating on the Loudoun County Fair TV. These flat screens are located throughout the Fairgrounds.
- ▶ Deadline for award of all named sponsor benefits for this level is May 1, 2024.

---

## **Yellow Ribbon Sponsor** (Minimum of \$1,250)

- ▶ Complimentary 16 daily passes – 3 parking passes
- ▶ Directed Sponsorship of offering includes Ice Cream Shack, Senior Day, Barnyard Tours, or Pig Scramble. Choice is awarded on a first come, first served basis.
- ▶ Recognition of your sponsorship is advertised on the Fair website and in the Fair guide using your business card size ad.
- ▶ Your 2024 Sponsorship will be displayed on a banner provided by the Fair or you may provide your 6' banner which will be posted on the Fair grounds, visible to all Fair patrons.
- ▶ Additional advertising opportunities may be available. Please contact the Sponsorship Committee for details.
- ▶ Deadline for award of all named sponsor benefits for this level is May 1, 2024.

---

## **White Ribbon Sponsor** (Minimum of \$750)

- ▶ 10 daily passes - 1 parking pass
- ▶ Recognition of your sponsorship is listed in the Fair guide with your name or logo on the Fair website.
- ▶ Your 2024 Sponsorship will be displayed on a 4' banner provided by the Fair Sponsor or you may provide your 4' banner which will be posted on the Fairgrounds, visible to all Fair patrons.
- ▶ Additional advertising opportunities may be available. Please contact the Sponsorship Committee for details.
- ▶ Deadline for award of all named sponsor benefits for this level is May 1, 2024.

---

## **Friends of the Fair** (Minimum of \$250)

- ▶ 4 daily passes
- ▶ Name Recognition or Logo in Fair Guide and the Fair website.

***EVENT CO-SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.  
CONTACT THE SPONSORSHIP COMMITTEE FOR DETAILS.***



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](http://www.loudouncountyfair.com/sponsors)

## Loudoun County Fair Sponsorship Entry

Name of Business

Contact Name

Address

City

State

Zip

Phone

Email

Website

Sponsorship Committee Contact: \_\_\_\_\_

☐ **GRAND CHAMPION EVENT SPONSOR (ONLY 1 AVAILABLE)**  
(Minimum \$7,500)

☐ **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?

Email: [sponsors@loudouncountyfair.com](mailto: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.