

SPONSORSHIP OPPORTUNITIES

JULY 20 – JULY 24, 2027

LOUDOUN COUNTY FAIRGROUNDS
17558 Dry Mill Road • Leesburg, VA 20175

www.LoudounCountyFair.com

2027 LOUDOUN COUNTY FAIR

SPONSORSHIP OPPORTUNITIES

Grand Champion Event Sponsor (Minimum of $7,500)

- Complimentary 20 Weekly Passes – 40 Daily Passes – 20 parking passes
- Carnival Wristbands (max 10 upon request)
- Direct Sponsorship of your choice of Main Attractions such as Rodeo, Petting Zoo, Pig Scramble, Hypnotist Show, Demolition Derby, or other major entertainment with reserved seating if available at your sponsored event upon request. Choice of event is awarded on a first come, first served basis.
- If the sponsored event is held at the Outdoor Arena, you can reserve the Waltonian (air-conditioned) skybox. Non alcoholic drinks and snacks provided at your sponsored event for up to 10 people. This is 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 Grand Champion Event Sponsor banner will be posted at the front entrance to the Fairgrounds, visible to all Fair patrons.
- One free rental of Sykes Hall and the kitchen (subject to rental agreement) during the fair year - to be used by June 2028. This is great for a company picnic, team dinner or stakeholder meeting!
- 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.

Reserve Grand Champion Sponsor (Minimum of $6,000)

- Complimentary 14 Weekly passes - 32 daily passes - 14 parking passes
- Direct Sponsorship of your choice of Main Attractions, such as Rodeo, Demolition Derby, Pig Scramble, Aerial Thrill Show, Lumberjack Show, and Auction Sponsor or other major entertainment with reserved seating if available at your sponsored event upon request. Choice of event is awarded on a first come, first served basis.
- If the sponsored event is held at the Outdoor Arena, you can reserve the Waltonian (air-conditioned) skybox. Non alcoholic drinks and snacks provided at your sponsored event for up to 10 people. This is on a first come first served basis.
- Recognition of your sponsorship is advertised on the Fair website with a link to your website and an ad in the Fair guide. Your Personalized 6' Reserve Grand Champion Event Sponsor banner will be posted in a prominent location on the fairgrounds, visible to all Fair patrons.
- One free rental of Sykes Hall and the kitchen (subject to rental agreement) during the fair year - to be used by June 2028. This is great for a company picnic, team dinner or stakeholder meeting!
- 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.

Photography by Camryn Monroe

Blue Ribbon Sponsor (Minimum of $5,000)

- Complimentary 10 Weekly passes - 30 daily passes - 10 parking passes
- Direct Sponsorship of Main Attractions such as Rodeo, Magic Show, Petting Zoo, Hypnotist Show, Pig Scramble, Demolition Derby, or other major entertainment with reserved seating if available 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 an ad in the Fair guide. Your personalized 6' Sponsor banner will be posted 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.

Red Ribbon Sponsor (Minimum of $3,000)

- Complimentary 6 Weekly passes - 20 daily passes - 6 parking passes
- Directed Mid-Level Sponsorship offering includes Prize Ribbons, Kids Day, Grapes & Grains or Blue Ribbon Showcase. 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 an ad in the Fair guide. Your personalized 6' Sponsor 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.

Yellow Ribbon Sponsor (Minimum of $1,250)

- Complimentary 16 daily passes – 3 parking passes
- Directed Sponsorship of offering includes Ice Cream Shack, Senior Day, Kids Hats, Music Tent, Zero-Turn Barrel Racing, or Power Wheels Derby. Choice is awarded on a first come, first served basis.
- Recognition of your sponsorship to be listed in the Fair guide and on the Fair website.
- Your personalized 6' Sponsor banner will be posted on the Fairgrounds visible to all Fair patrons.

White Ribbon Sponsor (Minimum of $750)

- 10 daily passes - 2 parking passes
- Recognition of your sponsorship to be listed in the Fair guide and on the Fair website.
- Your personalized 4' Sponsor banner will be posted on the Fairgrounds visible to all Fair patrons.

Green Ribbon Sponsor (Minimum of $250)

- 4 daily passes - 1 parking pass
- Name Recognition or Logo in Fair guide and on the Fair website.

All sponsors get specific social media posting and sponsorship signage throughout the fairgrounds.



EVENT CO-SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.

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 Sponsorship Entry

Name of Business _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____ Website _____

Deadline for sponsorship to be included in print materials is June 1, 2027 (no exceptions)

- ☐ **GRAND CHAMPION EVENT SPONSOR** (Minimum $7,500)
- ☐ **RESERVE GRAND CHAMPION SPONSOR** (Minimum $6,000)
- ☐ **BLUE RIBBON SPONSOR** (Minimum $5,000)
- ☐ **YELLOW RIBBON SPONSOR** (Minimum $1,250)
- ☐ **GREEN RIBBON SPONSOR** (Minimum $250)
- ☐ **RED RIBBON SPONSOR** (Minimum $3,000)
- ☐ **WHITE RIBBON SPONSOR** (Minimum $750)
- ☐ **CUSTOM SPONSOR** _____

☐ **I'm interested in a 3-year commitment**

Questions?

Email: sponsors@loudouncountyfair.com or call
Katie Long: 571-291-1417 • Tricia Virts: 703-856-5872

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

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