



SPONSORSHIP OPPORTUNITIES

JULY 22 – JULY 26, 2025

LOUDOUN COUNTY FAIRGROUNDS
17558 Dry Mill Road • Leesburg, VA 20175
www.LoudounCountyFair.com



2025 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, 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.
- ▶ Four tickets to the Bidder's Dinner held the Friday of the Fair at Sykes Hall.
- ▶ Non-alcoholic drinks and snacks provided at your sponsored event for up to 10 people
- ▶ 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' 2025 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.

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 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.
- ▶ 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 2025 Event Sponsor 6' 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 4 Weekly passes - 20 daily passes - 5 parking passes
- ▶ Directed Mid-Level Sponsorship offering includes Pig Scramble, Prize Ribbons, Kids Day, 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 a 2"x 3" ad in the Fair guide. Your personalized 2025 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.

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

- ▶ Complimentary 16 daily passes – 3 parking passes
- ▶ Directed Sponsorship of offering includes Ice Cream Shack, Senior Day, or Barnyard Tours. 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 2025 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.

White Ribbon Sponsor (Minimum of \$750)

- ▶ 10 daily passes - 1 parking pass
- ▶ Recognition of your sponsorship to be listed in the Fair Guide and on the Fair Website
- ▶ Your Sponsorship will be displayed on a banner provided by the Fair or you may provide a 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.

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

Loudoun County Fair Sponsorship Entry

Name of Business

Contact Name

Address

City

State

Zip

Phone

Email

Website

Sponsorship Committee Contact: _____

Deadline for award of all named sponsor benefits is May 1, 2025

- GRAND CHAMPION EVENT SPONSOR (ONLY 1 AVAILABLE)**
(Minimum \$7,500)
- BLUE RIBBON SPONSOR** **YELLOW RIBBON SPONSOR** **FRIENDS OF THE FAIR**
(Minimum \$5,000) (Minimum \$1,250) (Minimum \$250)
- RED RIBBON SPONSOR** **WHITE RIBBON SPONSOR** **CUSTOM SPONSOR**
(Minimum \$3,000) (Minimum \$750)

I'm interested in a multi-year commitment

Questions?

Contact Tricia Virts at 703-856-5872 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.