



Sponsorship Opportunities



July 28 - August 1, 2021

LOUDOUN COUNTY FAIRGROUNDS

17558 Dry Mill Road • Leesburg, VA 20175

www.loudouncountyfair.com



2021 LOUDOUN COUNTY FAIR

Sponsorship Opportunities

Grand Champion Event Sponsor

(Minimum of \$15,000) There will be only one Grand Champion Sponsor!

- ▶ 20 weekly passes, 40 daily passes, parking for 10 in a reserved area.
- ▶ All the rights and privileges of the Blue Ribbon Sponsorship.
- ▶ Invitation to the exclusive bidder's dinner on Friday Night.
- ▶ Your personalized 2021 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 April 1, 2021.

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

- ▶ 6 weekly and 30 daily passes, 7 parking passes and all the benefits of the Red Ribbon Sponsor.
- ▶ Direct sponsorship of largest events available such as Rodeo, Magic Show, Petting Zoo and other major entertainment. (events that are available to be determined by February 1; Choice of sponsored event is first come first serve).
- ▶ Name listed on printed advertising for sponsored event.
- ▶ Reserved seating for up to 10 guests upon request for your event.
- ▶ Photo cut out opportunity with your business name for daily entertainment sponsorship.
- ▶ Deadline for full sponsor benefits for this level is April 1, 2021.



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

- ▶ 4 weekly and 20 daily passes, 5 parking passes.
 - ▶ 10' x 10' outside display area at the fair for the entire week: Must follow vendor guidelines.
 - ▶ Direct sponsorship of an event such as Ribbons, Kids Day, Parking Passes or Senior Citizens Day with recognition as such in Fair Guide and on website.
 - ▶ Logo on the Fair website linked to your Website; A six foot personalized banner with your logo or name on it supplied by the Fair.
 - ▶ 15 second video advertisement will run alternating during all hours of the Fair on Loudoun County Fair TV; Five flat screens located throughout the Fairgrounds.
 - ▶ Deadline for full sponsor benefits for this level is April 1, 2021.
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Yellow Ribbon Sponsor (Minimum of \$1,250)

- ▶ 16 daily passes plus 3 parking passes.
 - ▶ Business card size ad in Fair Guide; logo or name on website.
 - ▶ Direct Sponsorship of an event such as Barn Tours, Sykes Hall, Kids Day Hats, Ice Cream Shack.
 - ▶ Your Name or Company name displayed on a six foot green and white 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)

- ▶ All benefits of the Friends of the Fair plus 6 additional daily passes and a parking pass.
 - ▶ Your Name or Company name displayed on a six foot green and white banner on the Fairgrounds during the Fair (supplied by the Fair or we can display your personalized banner).
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Friends of the Fair (Minimum of \$250)

- ▶ 4 Daily passes; Logo or name in Fair Guide; Logo or name on our website.

****Co-Sponsorship opportunities at all levels available upon request. 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

Loudoun County Fair Sponsor Application

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

EMAIL _____

WEBSITE _____

Sponsorship Committee Contact: _____

☐ **GRAND CHAMPION EVENT SPONSOR (ONLY 1 AVAILABLE)**
(Minimum \$15,000)

☐ **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**

Custom Sponsor Proposal: _____

Questions?

Email PJ Bramhall at sponsors@loudouncountyfair.com or call 703-727-7183.
Thank You! We will contact you with instructions for submitting payments, ads, and logos once your application is processed.

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

www.loudouncountyfair.com