



Sponsorship Opportunities



July 26 - July 30, 2022

LOUDOUN COUNTY FAIRGROUNDS

17558 Dry Mill Road • Leesburg, VA 20175

www.loudouncountyfair.com

2022 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, 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 2022 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, 2022.

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

- ▶ 6 weekly and 30 daily passes, 7 parking passes.
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. Recognition as such in Fair Guide and on website. (events that are available to be determined by February 1; Choice of sponsored event is first come first serve).
- ▶ Your logo on our website with a link to your website.
- ▶ Reserved seating for up to 10 guests upon request for your event.
- ▶ Photo cut out opportunity with your business name for daily entertainment sponsorship.
- ▶ Ad in our Fair Guide not to exceed 4" x 3" in size
- ▶ Deadline for full sponsor benefits for this level is April 1, 2022.



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.
 - ▶ Ad in our Fair Guide not to exceed 2" x 3" in size
 - ▶ 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, 2022.
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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 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)

- ▶ 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 color 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; Name recognition on our website.

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

The bottom of the page features a photograph of green grass with some fallen leaves, suggesting an outdoor setting.



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 \$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

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.