



# 2024 Sponsorship Guide



**WITH YOUR PARTNERSHIP, WE CAN CONTINUALLY IMPROVE THE  
VAN WERT COUNTY FAIRGROUNDS FOR ALL TO ENJOY!**

Businesses and Organizations like yours are critical to our success. Learn the exclusive ways you can impact the Van Wert County Agricultural Society events, improvements, expansions and more!

Learn more @ [vanwertcountyfair.com](http://vanwertcountyfair.com)

# ABOUT US

The Van Wert County Agricultural Society is a non-profit organization comprised of a governing board of elected representatives from Van Wert County Townships and society members. The society operates under constitution and bylaws in accordance with the State of Ohio. The main purpose of The Van Wert County Agricultural Society is to celebrate and honor Van Wert County Agriculture through a county fair.

On August 8, 1855, the society began planning for the first county fair. On October 30 of that year, a location was selected, and the very first one-day fair held at the former Dull Lumber Company location north of Jackson Street. After that first fair, the event quickly outgrew that location and a purchase of land — 5.67 acres for \$184 — was made preparing for the first two-day fair October 27-28, 1857. In September 1871, the first three-day fair was held, and in August of 1963, the fair was extended to 7 days. These days we boast a full seven days of Junior and Senior Fair activities, paid and free entertainment, many games and activities and lots of fair food.

Over time, additional land was purchased by the society to meet the needs of the expanding exhibitors and public interest. As of 2023, The Van Wert County Agricultural Society owns 96 acres, 49 buildings, barns and arenas with plans to prosper and grow into the future to continue to meet the needs of exhibitors.

Much of our growth and success can be attributed to longstanding relationships with our business and agriculture community that choose to financially support The Van Wert County Agricultural Society and the Van Wert County Fair.

“...COUNTY FAIRS, IF PROPERLY CONDUCTED, ARE  
ADVENTAGEOUS TO THE PROPER DEVELOPMENT OF  
AGRICULTURE...”

August 8, 1855 | As published in the “Van Wert  
American” representing Van Wert County citizens

# OUR MISSION

The mission of The Van Wert County Agricultural Society is to educate, enhance and preserve our agricultural roots through our youth and our community.

# OUR VISION

The Van Wert County Agricultural Society staff and directors host multiple events that support the Van Wert County Fair’s ability to showcase and promote agriculture represented in Van Wert County while engaging and entertaining the community at large.

# OUR LEADERSHIP

The Van Wert County Agricultural Society is comprised of Directors representing the following townships: Jennings, Liberty, Jackson, York, Pleasant, Washington, Hoaglin, Tully, Harrison, Willshire, Ridge, Union; and the following regions: Northern, Southern, Central, Van Wert At-Large, City of Van Wert, and County Villages. The Society also employs four full-time employees and several part-time administrative and seasonal staff.

## VAN WERT COUNTY AGRICULTURAL SOCIETY - 2024 OFFICERS



**Kathy McCollow**  
President



**Stephanie Boroff**  
Vice-President



**Mike Poling**  
Secretary



**Dalton Sidle**  
Treasurer

## VAN WERT COUNTY AGRICULTURAL SOCIETY - 2024 BOARD OF DIRECTORS



**John Giessler**



**Mark Evans**



**Kim Mason**



**Kory Kline**



**Shawn Thatcher**



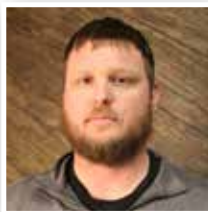
**Becki Price**



**Ryan Adam**



**Brian Etzler**



**Clint Myers**



**Mike Wortman**



**Jennifer Balliet**



**Brendan Karl**



**Roger Wilkin**



**Rob Bradford**



**Susie Sanderson**

# OUR GROUND IMPROVEMENTS

## FACILITIES LIST & IMPROVEMENTS

The Van Wert County Fairgrounds, owned by The Van Wert County Agricultural Society, has 96 acres, over 6 miles of walking paths, and over 49 barns, buildings and arenas. Many of these facilities need updated, upgraded and improved to continue to meet the needs of our community. We rely on our fundraising efforts, grants and community donations to make this possible. Below is a short list of current projects and upcoming projects. **Ask us how your business can support these initiatives!**

### RECENT IMPROVEMENTS

- Phase 1 of Pave the Way Pavement Improvement Project
- Junior Fair Building bathroom and storage expansion and flooring improvements
- Washington Street Fence Project
- Junior Fair Horse Arena
- General electrical upgrades

### UPCOMING & FUTURE PROJECTS

- Phases 2 & 3 of Pave the Way Pavement Improvement Project
- LED Sign @ Gate 2
- Multiple building improvements and upgrades
- Livestock building improvements and upgrades
- Continued electrical and plumbing improvements
- Grandstand improvements and upgrades

# FACILITY IMPROVEMENT DONATIONS

## HOW YOUR BUSINESS OR ORGANIZATION CAN LEAVE A LEGACY

One way your business or organization can leave a lasting legacy is by making a significant, long-term financial commitment to the overall improvements of our buildings and our grounds. In turn, your business or organization would retain naming rights of the preferred facility for a determined amount of time, based on the size of the donation.

Our sponsorship and donation opportunities fit budgets of all sizes, with multiple ways to give. Whether through long-term corporate funding direct to the Van Wert County Agricultural Society, or through our charitable Building and Maintenance Fund through the Van Wert County Foundation. Businesses and organizations are invited to provide financial support that aligns with their annual budget and overall marketing strategy.

**CONTACT MIKE POLING, FAIR MANAGER, TO DISCUSS OPPORTUNITIES - 419-238-9270.**



# EVENTS ON THE GROUNDS

## 2024 SCHEDULED EVENTS AVAILABLE FOR SPONSORSHIP

**MARCH 23**..... REVERSE RAFFLE

**APRIL 8** ..... 2024 SOLAR ECLIPSE

**MAY 3-4** ..... SPRING FEST

**JUNE 14-15** ..... FREEDOM TRUCK MEET

**AUGUST 1-4**..... 127 GARAGE SALE

**SEPTEMBER 20-21**..... WATER DOG TRIALS

**OCTOBER 6** STATELINE SMACK DOWN  
OPEN BEEF SHOW

**OCTOBER 18-19** ..... HARVEST HAPPENINGS

## NON-FAIR EVENT SPONSORSHIP OPPORTUNITIES

There is no shortage of name recognition and brand awareness with multiple events hosted at the Van Wert County Fairgrounds each year. Your business or organization is invited to contribute financially by underwriting entertainment and/or activities, or with select events, by donating materials for auctions and prizes. In turn, the Van Wert County Agricultural Society will list your business as a sponsor in event promotions, both printed and digital.

**BRONZE: \$250- \$500**

**SILVER: \$501 - \$1,000**

**GOLD: \$1,001 - \$2,500**

**PLATINUM: \$2,501+**

## NON-FAIR EVENT SPONSORSHIP COMMITMENT

Business / Organization Name (if applicable): \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Desired Event(s) / List donation amount per event if multiple are selected: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sponsorship Total: \_\_\_\_\_

Would you like us to create an invoice: Y / N Do you require monthly invoices: \_\_\_\_\_

Merchandise Donation (if applicable): \_\_\_\_\_

Signature: \_\_\_\_\_

# FAIR SPONSORSHIP OPPORTUNITIES

There are many ways to support The Van Wert County Fair! In the following pages, we will go into great details on the sponsorship opportunities to match your business or organization's overall marketing objectives. Opportunities include, but are not limited to:

- Sponsor of the Day
- Grandstand Event Sponsorships
- Entertainment Underwriting
- Event Location Sponsorships
- General Financial Contributions
- Golf Cart Sponsorships
- Fair Program and Premium Book Advertisers

## SPONSORS OF THE DAY - SEVEN SPOTS AVAILABLE

Our Sponsor of the Day program has become a well-loved investment for our business partners. Currently, we have tiered pricing for the days of the fair:

**TUE & WED: \$2,000 ea**

**THUR & FRI: \$3,000 ea**

**SAT, SUN & MON: \$3,500 ea**

Sponsors of the Day can expect the following inclusions and recognition:

- Up to ten (10) single-day passes for the date the business is Sponsor of the Day. Can be used for staff, or to use as a promotional giveaway to customers (*\$100 value*)
- :15 promotional ad to air every hour on the date the business is Sponsor of the Day - grounds wide. (*7,000-8,000 daily traffic*)
- :30 - :60 supplied ad to post on Fair social channels the day of sponsorship, OR, Ag Society staff will record :60 interview to post on Fair social channels (*11,000+ followers*)
- Special tent access with branded 6' x 2' banner for sponsor promotional use. Tent located between the Junior Fair Building and the Administration Building, aka The Landing @ Gate 2 on day of sponsorship.
- Logo on home page of website on respective day. (*10,000+ avg daily users*)
- Logo on sponsor page of Fair website with link back to sponsor site (*5,000+ avg daily users*)
- Social Media recognition for sponsorship level (*11,000+ followers*)
- 1/4 page ad in Premium Book printed and digital (*\$175 value, 500+ printed*)
- 1/4 page ad in Race Programs (*\$65 value, 200+ printed per race*)
- 1/2 page ad in Fair Program printed and digital (*\$550 value, 1,000 printed*)
- Business Logo on Golf Cart (*\$250 value. Limited to 35 advertisers*)
- Logo placed in print and digital advertising as design allows and inclusions in press releases (*10 county distribution*)
- PR mentions during in-person presentations to service clubs, media interviews etc.

*Note: Sponsor is responsible for supplying logo and/or artwork to specification. Sponsor of the Day financial commitment is due by May 31 of each year.*



# FAIR SPONSORSHIP OPPORTUNITIES

## GRANDSTAND EVENTS: TRACTOR PULLS | RODEO | DEMO DERBY | CHEERLEADING | BAND CONTEST (NEW!)

The events held at The Grandstand during the Fair, are some of our guests favorite fair activity. It is because of the generosity of our sponsors that The Van Wert County Agricultural Society is able to have events like the rodeo, demo derby and tractor pulls. By being a Grandstand event sponsor, your business or organization can reach fair patrons and the community at large, by the thousands! Select your event and sponsorship level, today!

### PLATINUM: \$2,501+

- Logo on event section on website with link back to business website (10,000+ avg daily users)
- Logo on event flyer, both print and digital (500+ printed)
- Social Media mentions (11,000+ followers)
- Banner with logo displayed during the event
- 20 tickets to the event (\$200 value)

### GOLD: \$1,001 - \$2,500

- Logo on event section on website with link back to business website (10,000+ avg daily users)
- Logo on event flyer, both print and digital (500+ printed)
- Social Media mentions (11,000+ followers)
- 15 tickets to the event (\$150 value)

### SILVER: \$501 - \$1,000

- Logo on event flyer, both print and digital (500+ printed)
- 10 tickets to the event (\$100 value)

### BRONZE: \$250-\$500

- Logo on event flyer, both print and digital (500+ printed)

## FREE ENTERTAINMENT UNDERWRITING - CHOOSE WHAT ALIGNS

The Van Wert County Fair prides itself in offering around 30 entertainment acts at no charge to our Fair patrons. Each year, we work with our entertainment committee to provide the best, and favorite performers to please the crowds. We offer the opportunity of entertainment sponsorships to give our sponsors another way for their business to be recognized while supporting the Fair. Check out this list events based off of the 2023 program of entertainment:

- Multiple Christian and Gospel music performers
- Senior citizens programming
- Petting zoo
- Dr. Whiz Bang
- Magic of Farming with Farmer Travis
- Ready Go Dog Show
- South Entertainment Beer Tent bands and musicians
- Pig races
- Car, Jeep and Motorcycle shows
- Blacksmith
- Woodcarver
- Kiddie Tractor Pulls
- Powerwheel Drags
- Animal Magic
- Grand Illusions by the Blooms
- Magicians and Hypnotists
- Youth Dance and Karaoke
- And more!

Your sponsorship investment will fall under our tiered pricing structure and your business can expect to be recognized on our website in the respective area with links back to your business site, as well as social media mentions.

**BRONZE: \$250- \$500**

**SILVER: \$501 - \$1,000**

**GOLD: \$1,001 - \$2,500**

**PLATINUM: \$2,501+**

# FAIR SPONSORSHIP OPPORTUNITIES

## GENERAL FAIR SPONSORSHIPS - TIERED RECOGNITION

Many businesses choose to support our Fair financially in non-specific ways, which helps us allocate funds to improve the overall Fair experience. Financial contributions in the following dollar amounts will be recognized by financial tier and logo size on our website and recognized in social media promotions. Sponsorships fall in the categories below:

**BRONZE: \$250 - \$500**      **SILVER: \$501 - \$1,000**      **GOLD: \$1,001 - \$2,500**      **PLATINUM: \$2,501+**

## EVENT LOCATION - LIMITED AVAILABILITY - \$3,000 EACH!

Tents and stages are excellent locations to place your business sponsorship and branding. Consider sponsoring Gate 2 at the Landing, Midway Entertainment Tent, North Outdoor Entertainment Stage, Gospel Tent and the South Entertainment Beer Tent! These sponsors are limited, and we rely on the business sponsor to provide the proper banners and marketing materials to place at each location. Sponsorships for event locations run \$3,000 each.

## GOLF CART SPONSORSHIPS - LIMITED AVAILABILITY - \$250 EACH!

This is one of our most popular advertising add-ons for our business sponsors. For \$250, you can add your business logo to one of 35 golf carts that our directors, staff and volunteers use to conduct Fair business during Fair week. With a total weekly attendance of over 50,000, your business is sure to make an impression!





# FAIR SPONSORSHIP OPPORTUNITIES

**JUNIOR AND SENIOR FAIR PREMIUM BOOK ADVERTISING & FAIR PROGRAM ADVERTISING - LIMITED SPOTS AVAILABLE!**



Our 80-page, full-size **Junior and Senior Fair Premium Book** outlines all the governing rules and regulations for Fair entries as well as a Fair schedule of events. We distribute over 500 of these printed books to those entering projects and livestock into the Fair as well as to the general public. This Premium Book is also available in its entirety online on our website.

## PREMIUM BOOK ADVERTISING

- **FULL-PAGE (2 SPACES AVAILABLE):** 8" x 10.5" - \$600
- **HALF-PAGE:** 8" X 5.25" - \$325
- **QUARTER-PAGE:** 8" X 2.625" - \$175

The **Fair Program** includes a day-by-day schedule of events by location, sponsor recognition, colorful event photos, a map of the grounds and other Fair specific information. This program is converted into single sheet flyers and social media posts outlining entertainment activities for the day as well as being posted in its entirety online on our website. We print and distribute over 1,000 programs each year.

## FAIR PROGRAM ADVERTISING

- **FULL-PAGE (LIMITED NUMBER AVAILABLE):** 5.5" x 8.5" - \$1,000
- **HALF-PAGE:** 4.75" X 4" - \$550
- **QUARTER-PAGE:** 4.75" X 2" - \$300
- **EIGHTH-PAGE:** 2.375" X 2" - \$175



# CORPORATE EVENTS AT THE FAIR

CELEBRATE YOUR EMPLOYEES WITH A DAY OUT AT THE FAIR! ASK HOW, BY CALLING 419-238-9270.

# SPONSORSHIP COMMITMENT

## ALIGN YOUR MARKETING GOALS WITH THESE SPONSORSHIP OPPORTUNITIES.

See detailed description on previous pages for inclusions. Select your preferred sponsorship opportunities. Convenient billing options are available for sponsors \$2,500 and over.

## NON-FAIR SPONSORSHIP OPPORTUNITIES

SPONSORSHIP AREA	PLATINUM \$2,501+	GOLD \$2,500 - \$1,001	SILVER \$501 - \$1,000	BRONZE \$250 - \$500
<b>Pave The Way</b>				
<b>Gate 2 LED Sign</b>				
<b>Building Improvements</b> <i>Specify Building:</i>				
<b>Naming Rights</b>	<i>Call to discuss donation opportunities, building preferences, and other details.</i>			

## FAIR SPONSORSHIP OPPORTUNITIES

SPONSORSHIP AREA	PLATINUM \$2,501+	GOLD \$2,500 - \$1,001	SILVER \$501 - \$1,000	BRONZE \$250 - \$500
<b>Grandstand Event</b> <i>Specify Event:</i>				
<b>Free Entertainment Underwriting:</b> <i>Specify Event or Area of Interest:</i>				
<b>General Fair Sponsorship</b>				
<b>Event Location - \$3,000 each</b> <i>(5 locations available)</i>	<i>Please specify desired event location:</i>			
<b>Sponsor of the Day - Price Varies</b> <i>7 spots available</i>	<i>Day Desired: Financial Commitment:</i>			
<b>Golf Cart - \$250</b>	<i>Quantity Desired:</i>			

## FAIR SPONSORSHIP OPPORTUNITIES CONTINUED

SPONSORSHIP AREA (CIRCLE ONE)				
<b>Premium Book Advertiser</b>	<i>Full Page: \$600</i>	<i>Half Page: \$325</i>	<i>Quarter Page: \$175</i>	
<b>Fair Program Advertiser</b>	<i>Full Page: \$1,000</i>	<i>Half Page: \$550</i>	<i>Quarter Page: \$300</i>	<i>Eighth Page: \$175</i>

## ART REQUIREMENTS AND DEADLINES

Art submissions are due by Friday, May 31, 2024. All art must be high-resolution art files in PDF, PNG, JPG format. Failure to supply print-ready artwork by the deadline risks the advertisement not being included in print material. Payment for sponsorships selected is due by May 31, 2024 unless an invoicing schedule has been requested. No refunds will be granted.

# WE'RE GLAD YOU'RE ON BOARD!

## OUR PLEDGE TO YOU

Our commitment to our advertisers, based on package and sponsorship level, includes website links, mentions, logo placement on agreed upon pages, mentions in social media posts, appreciation graphics on social media, logos on events, mentions in press releases and website content. **Convenient billing options are available for sponsors \$2,500 and over.**

Business / Organization Name (if applicable): \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Desired Area(s) for donation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sponsorship Total (from chart): \_\_\_\_\_

Would you like us to create an invoice: Y / N Do you require monthly invoices: \_\_\_\_\_

Signature: \_\_\_\_\_



**THANK YOU FOR YOUR SUPPORT!**