

## 2019 SPONSORSHIP PACKET

# "Bring'em to Ingham - The Family Fun Fair"



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*Making memories for families since 1854*

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*Come back home to the memories of your youth...Hear the laughter on the carnival rides, taste the midway food you loved as a child, pet the different animals in the barns, and see the hard work and dedication the children put into their shows...Generation after generation...*



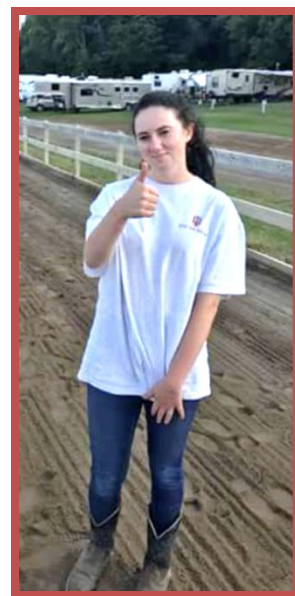
The Ingham County Fair preserves the rich agricultural heritage, and community-centered tradition of providing fun, safe, and family-focused events. The Ingham County Fair is one of Michigan's largest county fairs with 2019 marking our **165<sup>th</sup>** anniversary.

The nostalgic town of Mason, Michigan draws over 45,000 fair enthusiasts to experience American traditions. The fairgrounds consist of multiple venues situated on our beautiful park-like setting.

**I love 4H**

Leadership, community service, and showmanship are the values being instilled in the young people who participate in the Still Life, Livestock and Equine exhibits. As community business partners and local leadership, we are inviting you to be involved with the history and tradition of one of the oldest and most enduring icons in Ingham County and the State of Michigan.

Partnering with the Ingham County Fair provides you with the unique opportunity to deliver your message, educate the consumers, and sell your services and/or product line. We offer the perfect opportunity for marketing that demonstrates community support and stewardship of the traditions and values represented within the Ingham County Fair. The Fair would be happy to work with you to tailor a sponsorship program that fits within your budget and provides a platform for promoting your organization or business. We invite you to make an investment in the 165<sup>th</sup> year of history and tradition of excellence we strive to keep instilled in the Ingham County Fair.



## **GRAND CHAMPION SPONSORSHIP – LEVEL 2 - \$5000 - \$6000**



*Sponsor one of the 6 days of the Fair! Each day has a flavor of its own from opening day to closing. Every day is packed full of activities, attractions and possibilities! Your sponsorship is a statement about the importance you place on family activities and just plain good old fashioned fun and food!*



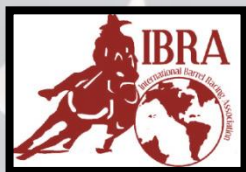
### **Included in your Grand Champion Sponsorship:**

- Sponsored day will be named “(Your Company Name) Day” at the Ingham County Fair
- Space to display (Your Company Logo) in front of the Grandstand on your day
- (Your Company Logo) displayed at six perimeter locations all week (Four primary entrance gates and two primary road entrances), and announcements during events you are day’s Fair Sponsor
- Designate “(Your Company Name) Day” in all advertising mediums relative to the sponsored day
- (Your Company Name and Logo) on the Ingham County Fair webpage, Facebook page with a link to your website, the Fair Guide, and an on-line fair entries (name/link)
- 8 Season Passes, 6 Daily Fair Admission Passes, and 10 Grandstand Tickets for Reserved Seating



## TRACKSIDE TRADITION SPONSORSHIP – LEVEL 3 - \$3000 - \$5000

*At this level, you may become a Sponsor for any Grandstand Event listed below:*



*Barrel Racing*

*SJO Motocross*

*Demolition Derby*

*Demolition Derby*



### Included in your Trackside Tradition Sponsorship:

- The sponsored event will be "Your Company Name" event at the Ingham County Fair
- Space to display (Your Company Logo) in front of the Grandstands on the day of your Sponsored Event & your logo displayed at six perimeter locations all week (Four primary entrance gates and two primary road entrances)
- (Your Company Name and Logo) on the Ingham County Fair webpage as a Trackside Tradition Sponsor and Facebook page with a link to your website, and logo in the Fair Guide
- 4 Season Passes, 12 Daily Passes, & 4 Grandstand Tickets for Reserved Seating

## BLUE RIBBON SPONSORSHIP – LEVEL 4 - \$1000 - \$3000



Make yourself known by sponsoring one of our Free Fair Shows! Choose from:

- Miller's Petting Zoo
- Chase's Racing Pigs
- Family Fun Zone
- Circle of Life
- Mark Maze, A Branson-style family show
- Ben Risney Chainsaw Artist



### Included in your Blue Ribbon Sponsorship:

- Announcements during each performance (where applicable).
- (Your Company Name and Logo) on the Ingham County Fair webpage, our Facebook page with a link to your website, and sponsorship signs on outside entrances of free show,
- Your Company Logo in the Fair Guide and online class listing
- 2 Season Passes and 10 Fair Admission Passes



# I ❤️ FARMING SPONSORSHIP – LEVEL 5 - \$500 - \$1000



Your contribution will help support our efforts to preserve, promote and protect our rich agricultural heritage by encouraging youth in agriculture to continue to stay engaged in the activities at the fair.



## Included in your I ❤️ Farming Sponsorship:

- Listing as a sponsor on the Ingham County Fair website and our Facebook page
- Sponsor sign placement at venue site
- 2 Season Passes and 8 Daily Fair Admission Passes

## FREEDOM SPONSORSHIP LEVEL 6 - \$500



### Included in the Freedom Sponsorship:

- Announcements during performances
- Listing on the Ingham County Fair Website and Facebook page
- 2 Season Passes & 4 Fair Admission Passes

The Freedom & Old Glory Sponsorships celebrates and supports free, diverse experiences throughout fair week, such as Musical Entertainment, Ladies Day, Special Day for Special People, Senior Citizen's Day, Those Who Serve Day and Multicultural Day.

## OLD GLORY SPONSORSHIP LEVEL 7 - \$250



### Included in the Old Glory Sponsorship:

- Announcements during performances
- Listing on the Ingham County Fair Website and Facebook page
- 2 Season Passes

