



## 2011 Lane County Fair August 17-21, 2011

Thank you for your interest in the 2011 Lane County Fair. The soul of our Fair is the family. We have created an event that is fun and will entertain all ages in the family at a very low cost. We pride ourselves on where we live and the community we support. Given this, our goal this year is to increase the number of local/Oregon partners working with the Lane County Fair. Following is a sample of the sponsorship packages we have available. Please keep in mind, these are just a jumping off point as every partner is unique and sponsorships are customized to match each partner's goals and objectives each year.

1. **Lane County Fair Staff Uniform Sponsorship:** *(1 total, currently spoken for)*  
As the sponsor of the Lane County Fair Uniforms, the following benefits will apply to you:
  1. ID/logo will appear on the sleeve or back collar of staff uniforms for permanent and temporary staffing (minimum of 200 shirts distributed and worn the week of Fair)
  2. ID/logo included on the sponsor on the Fair website (can be hotlinked)
  3. ID/logo will be included as a program sponsor in the official Fair Program Guide
  4. Daily Fair passes for Sponsor staff (15)
  
2. **Lane County Fair On-site Mobile Sponsorship:** *(5 total, 1 of which is included in the Main stage Gold Level Sponsorship)*  
**New this year!** As a mobile sponsor you will have the unique opportunity to go to your audience instead of waiting for them to stop by your booth. This great partnership allows you to deliver items with your logo and information driving traffic to you after our event has concluded – increase sales and measure ROI with this great opportunity!
  1. Golf Cart provided by Lane County Fair for single day use. Decorate the golf cart in your company colors for on-site interactive impressions with your target market (minimum 10,000 impressions daily).
  2. ID/logo will be included as a venue sponsor in the full listing of Fair Sponsors also in the official Fair Program Guide
  3. ID/logo included on the full listing of Fair sponsors on the Fair website (can be hotlinked from this location)
  4. Daily Fair passes for Sponsor Staff (15)

**3. Lane County Fair Ticket Back Sponsorship: *New this year! (1 total, currently available with category exclusivity)***

Track your ROI with this great bounce back tool. For the first time, Lane County Fair tickets will not only have value to get into the Fair but value when our guests leave. Don't miss this great opportunity to increase sales and traffic to your stores! As the ticket back sponsor, the following benefits will apply to you:

1. Coupon and ID/logo included with category exclusivity on the Lane County Fair Daily admissions tickets (sold both at the gates and online at our website) – 49,000 tickets at the 2010 Fair.
2. ID/logo included on our Admissions and Tickets page of the Lane County Fair website (can be hotlinked)
3. ID/logo included in our Admissions and Specials information in the Official Fair Program Guide
4. ID/logo included on the full listing of Fair sponsors on the Fair website (can be hotlinked from this location)
5. ID/logo included with the full listing of Fair sponsors on our Official Fair Program Guide
6. Daily Fair passes for Sponsor Staff (15)

**4. Lane County Fair Food Court Sponsorship: *(1 total, currently spoken for)***

As the sponsor of the Lane County Food Court, your presence is increased via signage and location in close proximity to the Food area. The following benefits will apply to you:

1. Banners placed in or near the Food Court are as applicable
2. ID/logo included in the Official Fair Program Guide Food Court section which includes location and vendor menus for our Food Court
3. ID/logo will be included as a venue sponsor in the full listing of Fair Sponsors also in the official Fair Program Guide
4. ID/logo included with the Food Vendor application and listing on the Fair Website
5. ID/logo included on the full listing of Fair sponsors on the Fair website (can be hotlinked from this location)
6. Booth location either in the Commercial Vendor area or the Food Court area to be used by Sponsor for the full length of the Fair

**5. Season Pass Sponsor *(1 total, currently under consideration)***

The Season Pass Sponsor will serve as the exclusive location where patrons can purchase a pass leading up to the Fair. This will allow a month to two months of promotions leading up to the Fair surrounding this sponsor.

1. Large ad in the official Fair Program Guide
2. ID/logo on all applicable print/broadcast media buy

3. ID/logo on Fair website (will be hotlinked) - ID/logo will be imbedded into the website template so it appears on every page
4. ID/logo included in the official Fair Program Guide with reference to Fair admissions as well as listed as a program sponsor on our sponsor acknowledgement page
5. Inclusion on the Fair's Electronic reader boards in the month prior and during the week of the Fair
6. Serve as the exclusive off-site sales location for Fair Season Passes for a minimum one month period leading up to the Fair
7. On-site signage during the week of Fair
8. Optional on-site location to sample or promote product or service Sponsor provides
9. 20" x 30" backlit ad in a prominent location in the Convention Center Building for a 12 month period including the month of Fair
10. Daily Fair passes for Sponsor staff (50 maximum)

**6. Promotional Day Sponsor**, i.e., \_\_\_\_\_ Day at the Fair *(5 total, 2 currently available)*  
 Each day sponsor offers a promotional discount or special to all Fair visitors on that day (i.e., ideas include bring a can of food for Food for Lane County; or bring a school supply for Operation School Bell, having a Family Day entry package into the Fair, various ride specials etc). As a promotional Day sponsor, the following benefits will apply to you.

1. On-site corporate booth space on the day you are sponsoring in a prime location on the lawn of the Convention Center
2. Large ad in the official Fair Program Guide
3. ID/logo on all applicable collateral materials
4. ID/logo on all applicable print/broadcast media buy
5. ID/logo on Fair website (will be hotlinked) - ID/logo will be imbedded into the website template so it will appear on every page
6. ID/logo attached to applicable Day in the official Fair Program Guide and listed as a day sponsor on our sponsor acknowledgement page
7. Banners at the Fair entry gates on the Day of sponsorship
8. Inclusion on the Fair's Electronic Reader boards the week prior and during the run of Fair
9. Opportunity to bring in greeters to staff the Fair entry gates the Day of sponsorship
10. Opportunity to do Sponsor give-aways at the corporate booth or the Fair entry gates on the Day of Sponsorship
11. Opportunity to create cross-promotions at sponsor location(s)
12. Daily Fair passes for Sponsor staff (50 maximum)

## **7. Main Stage Entertainment Sponsorships: *New this year!***

The Main Stage sponsors will assist in the promotion of the sponsored Main Stage act. This can be done in the form of additional advertising, viral marketing, on air promotion etc. As a Main Stage Entertainment Sponsor, the following benefits will apply to you:

### ***Gold Level: (1 available with category exclusivity)***

1. Mobile Sponsorship on-site: on-site interactive impressions with your target market (minimum 10,000 impressions daily) – single day use
2. Large Vertical banner on the side of the Main stage exclusive to the Gold Level sponsor, up the full length of the Fair (4' off the ground so it is visible when guests are watching the show)
3. Large ad in the official Fair Program Guide
4. Inclusion on the Fair's Electronic reader boards the week prior and during the run of the Fair in conjunction with Main Stage entertainment
5. ID/logo on Fair website (will be hotlinked) - ID/logo will be imbedded into the website template so it will appear on every page
6. ID/logo on all applicable collateral materials (ie. Entertainment Poster)
7. ID/logo on all applicable print/broadcast media buy
8. ID/logo on Fair website (will be hotlinked) in relation to the Main Stage and listed as a program sponsor on our sponsor acknowledgement page
9. ID/logo attached to applicable Main Stage entertainment in the official Fair Program Guide and listed as a program sponsor on our sponsor acknowledgement page
10. Opportunity to do cross-promotions using Sponsor locations in and around Lane County
11. Daily Fair passes for Sponsor staff (100 maximum)

### ***Silver Level: (3 available)***

1. Large Vertical banner on the side of the Main stage shared between the three Silver Level sponsors, up the full length of the Fair (4' off the ground so it is visible when guests are watching the show)
2. Inclusion on the Fair's Electronic reader boards the week prior and during the run of the Fair in conjunction with Main Stage entertainment
3. ID/logo on all applicable collateral materials (ie. Entertainment Poster)
4. ID/logo on all applicable print/broadcast media buy
5. ID/logo on Fair website (will be hotlinked) in relation to the Main Stage and listed as a program sponsor on our sponsor acknowledgement page
6. ID/logo attached to applicable Main Stage entertainment in the official Fair Program Guide and listed as a program sponsor on our sponsor acknowledgement page
7. Opportunity to do cross-promotions using Sponsor locations in and around Lane County
8. Daily Fair passes for Sponsor staff (100 maximum)

**Bronze Level: (6 available)**

1. Large horizontal banner across the front of the Main stage shared between the six Bronze Level sponsors, up the full length of the Fair
2. ID/logo on all applicable collateral materials (ie. Entertainment Poster)
3. ID/logo on all applicable print/broadcast media buy
4. ID/logo on Fair website (will be hotlinked) in relation to the Main Stage and listed as a program sponsor on our sponsor acknowledgement page
5. ID/logo attached to applicable Main Stage entertainment in the official Fair Program Guide and listed as a program sponsor on our sponsor acknowledgement page
6. Opportunity to do cross-promotions using Sponsor locations in and around Lane County
7. Daily Fair passes for Sponsor staff (50 maximum)

**8. Presenting Sponsor, i.e. Lane County Fair presented by \_\_\_\_\_ (1 available)**

The Presenting Sponsor of the Lane County Fair is the highest level of sponsorship available. As the presenting sponsor, the following benefits will apply to you.

1. Large on-site space for the full duration of the Fair (size will vary based on programming the sponsor is interested in bringing)
2. Featured editorial or advertisement in the Official Fair Program Guide
3. Billing as "Lane County Fair presented by \_\_\_\_\_" on all collateral materials, in all print/broadcast media buy and on the Fair Website as applicable
4. ID/logo on all collateral materials as applicable
5. ID/logo on all print/broadcast media buy as applicable
6. ID/logo on Fair website (will be hotlinked) - ID/logo will be imbedded into the website template so it appears on every page
7. Banners on site – Sponsor may place up to 6 banners on –site, placement to be mutually decided up on by Lane County Fair and Sponsor staff representative
8. Banners on Fair entry structures at or near the Fair Entry Gates if applicable
9. ID/logo on Lane County Fair staff uniforms listed under logo as "presented by\_\_\_\_"
10. Inclusion on the Fair's Electronic Reader boards the week prior and during the run of Fair
11. 20" x 30" backlit ad in a prominent location in the Convention Center Building for a 12 month period including the month of Fair
12. Daily Fair passes for Sponsor staff (maximum of 100 total passes)

**9. Sponsor for Attraction or Entertainers:** i.e., Community Music Stage, FreestyleMX Performance Area and Various Entertainers Attraction or Entertainer sponsor receives name mention anytime the use of the attraction or entertainer is described or referred to in purchased print and broadcast media. As the sponsor of an attraction or entertainer, the following benefits will apply to you: *(Number available is determined by Fair Programming)*

1. ID/logo attached to the sponsored attraction/entertainer on the Fair website
2. ID/logo included on the full listing of Fair sponsors on the Fair website (can be hotlinked from this location)
3. ID/logo attached to the sponsored attraction/entertainer in the official Fair Program Guide
4. ID/logo will be included as a venue sponsor in the full listing of Fair Sponsors also in the official Fair Program Guide
5. Banner on-site at the sponsored attraction/entertainer
6. Sponsorships at the higher level will receive the opportunity for cross promotion using the sponsored attraction or entertainer
7. Sponsorships at the higher level will receive an area on-site for product display depending on the financial level of commitment
8. Daily Fair passes for Sponsor staff (30-50 maximum)