



SPONSORSHIP

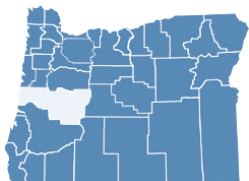
2023 OPPORTUNITIES

796 WEST 13TH AVENUE
EUGENE, OR 97405
541.682.7395
www.atthefair.com

OUR FAIR:

- ◆ The Lane County Fair has been bringing people joy for over 115 years!!
- ◆ Our average attendance has been approximately 115,000 people over the past five years, IN ONLY FIVE DAYS! These attendees make us one of the top three largest County Fairs in the state and the largest single gathering held in Lane County each year!
- ◆ Our fair staff is comprised of 12 creative individuals who work year-round to produce the Fair....and yes, large amounts of caffeine are consumed in the process!

OUR FAN BASE & DEMOGRAPHICS:



Lane County

Population (2018 estimate): 379,611
 Median Household income, 2013-2017: \$47,710
 Per Capita income in the past 12 months (\$92,017 dollars), 2013-2017: \$27,032

Attendance

Attendee Age Range

Combined Household Income & Educational Level

2022 Attendance: 112,550
 Average visits to the Fair: 2 or more days
 Party size:
 1-2 guests: 41%
 3 guests: 22%
 4 guests: 20%
 5 guests: 9%
 6 or more guests: 8%

Female attendees: 58% | Males attendees: 42%

*These numbers do not account for those guests under the age of 18

Ages 18-24: 20%
 Ages 25-39: 39%
 Ages 40-55: 28%
 Ages 56-74: 11%
 Ages 75+: 1%

INCOME:
 <\$40,000: 56%
 \$40,000 - \$74,999: 27%
 \$75,000 - \$99,999: 9%
 \$100,000 AND ABOVE: 8%

EDUCATION:
 Jr. High/Middle School: 5%
 High School: 35%
 College: 50%
 Post Graduate: 10%

Fair Media Support & Exposure

largest recorded single day attendance at the 2021 Fair since 2011

32,000

TV STATIONS
 KMTR
 KVAL
 KEZI
 KLSR

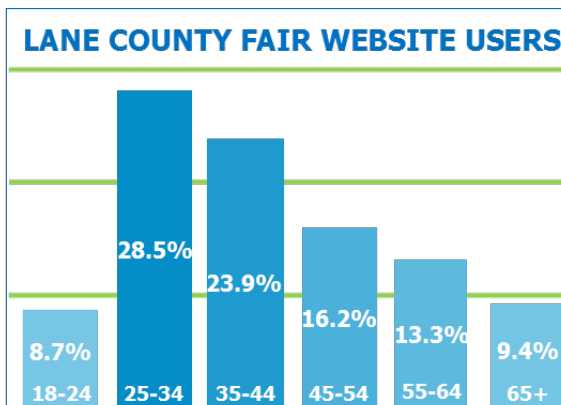
RADIO
 Bicoastal Radio:
 (KDUK, US COUNTRY 101, KOOL, KPNW)
 McKenzie River Broadcasting: (KKNV, BOB-FM, MIX)
 KEQB – Spanish Language Station
 Cumulus Radio
 KLCC/NPR
 Pandora/Spotify

2022 SOCIAL MEDIA:

506,000+
 people reached the month of July

58,467
 engagements the month of July

31,000+
 people reached the month of July



42.1%
57.9%

301,500+ total website views in the month of July



Now is **YOUR** chance to create lasting family memories through a timeless summer tradition!

SPONSORSHIP PACKAGES

Package Level	<i>Balloons</i>	<i>Rock Star</i>	<i>Scrambler</i>	<i>Cliff Hanger</i>	<i>Kamikaze</i>	<i>Giant Wheel</i>
	\$1,500	\$2,500	\$3,750	\$5,000	\$12,000	\$20,000
Logo listed on the Fair website	▲	▲	▲	▲	▲	▲
Admission Passes	5	10	15	20	35	50
Scavenger Hunt Stop			▲	▲	▲	▲
Website Advertisement			▲	▲	▲	▲
Backlit Advertisement (Size and location to be determined by sponsorship)			▲	▲	▲	▲
Promotional Booth Space at the Fair (Length and location to be determined by sponsorship)			▲	▲	▲	▲
Weekly Parking Pass			1	3	5	8
Category Exclusivity				▲	▲	▲
Logo or Company ID printed on Tickets (Ticket type determined by sponsorship)				▲	▲	▲
Website Banner Inclusion (Banner included on all pages of the website)				▲	▲	▲
Logo or Company mentioned on LCF purchased radio, TV and/or Digital Ads					▲	▲
Main Stage Sponsor Credit					▲	▲
Presenting Sponsor Credit						▲

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Attach your name to one of the following Fair venues, locations or days:

These sponsorships include but are not limited to the following benefits: banners on-site at the sponsored venue for the week or day of Fair, company logo or ID attached to the chosen venue/location/day on the website and program guide, Social Media call outs, possible on-site location etc.

- | | |
|--|---|
| 1. <input type="checkbox"/> \$1,500: Information and Lost Kids Booth | 4. <input type="checkbox"/> \$2,500: Creative Exhibits Hall |
| 2. <input type="checkbox"/> \$1,500: Community Stage | 5. <input type="checkbox"/> \$3,250: Fair Entry Gate |
| 3. <input type="checkbox"/> \$2,000: Fair Food Court | 6. <input type="checkbox"/> \$3,950: Fair Day Sponsor |

A LA CARTE OPTIONS

Tailor your own package with the Lane County Fair a la carte option:

- \$1,500: Main Stage signage with your company logo for the full week of Fair. Main Stage signage is defined as banners around the stage. Size will be limited based on fencing used. Location to be determined in conjunction with Fair staff. All signage must be provided by the sponsor, and size and specs must be approved by the Fair staff.
- \$1,000: Venue Signage with your company logo around the grounds for the full week of Fair. Venue signage is defined at venue-approved locations e.g., Livestock barns, Creative Exhibits areas, Commercial Vendor hall etc. Location to be determined in conjunction with Fair staff. All signage must be provided by the sponsor, and size and specs must be approved by the Fair staff.
- \$1,000: Booth space for the full week of Fair. Fee is per 10' x 10' space. Negotiable promotional offerings of Sponsor's product and/or booth at the Fair (non-Fair staffed, subject to venue approval).
- \$500: Lane County Fair "Featured Sponsor" logo on www.atthefair.com (to be in rotation with additional featured sponsors, up for approximately 12 months).
- \$500: Logo and link on the LCF website in Sponsors & Donors section for the 2022 Fair: www.atthefair.com/Sponsors&donors

For further information, please contact:

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