



EVENT SUMMARY

MonCountyFair.org



Event Summary

The upcoming Monongalia County Fair marks the return to family fun! This local event will have a regional visitor draw and attract a variety of demographics.

THIS EVENT IS:

The 103rd year since the fair originally began.

After another successful year in 2011, we are anticipating continued success due to the outpouring of community and business support for this family-oriented event. This is an opportunity to get your name and message out in front of educated, affluent consumers and community members.

The Monongalia County Fair is a registered 501c3 and all sponsorships and contributions are tax-deductable.

We hope this prospectus forms the basis of a discussion to get you as a sponsor involved in the events, and more importantly, for you as a sponsor to receive the desired return on your investment. Whether your interest lies in brand recognition for your company or direct sampling of a product or service, the Mon County Fair will allow your company the opportunity to interact directly with existing and potential customers in the greater Morgantown area as well as North Central West Virginia.

It can also be used as a vehicle to support the impact of the event on local and regional tourism efforts and community directly and through media exposure.

We are looking not only at the relationship for this year, but also at building a strong partnership and marketing campaign that will promote your products and services over the years as a partner with the fair.

LOCATION

The fair will be held at Mylan Park in Morgantown. This venue will allow the Mon County Fair to be the only county fair in West Virginia to bring 'down-home' close to downtown. The location will ensure a well-attended event by both students, families, and business persons.

ON POINT. ON TARGET CREATIVE

A West Virginia-based advertising agency has been contracted to strategize, promote, and design unforgettable, eye-catching marketing materials for the event to ensure your logo and brand are represented with quality and professionalism in all fair marketing materials.

With over 17 years of experience in event promotion, our agency has a proven track record of providing on point, on target event creative.

FOR MORE INFORMATION OR SPONSORSHIP QUESTIONS, PLEASE CALL THE MONONGALIA COUNTY FAIR ASSOCIATION AT 304.291.7201.

PRESENTING SPONSORSHIP

Presenting Sponsorship delivers full branding rights on all event media and marketing materials produced. The Event will be promoted as the Monongalia County Fair Presented by {Presenting Sponsor}. There will be a maximum of two Presenting Sponsors.

THE COST

The cost for the Presenting Sponsorship package for the Monongalia County Fair is \$20,000.

This fee includes all management services as well as the package items listed below. Questions regarding supplemental marketing campaigns should be directed to the Fair Association.

THE PACKAGE

Designed to deliver exposure to our Presenting Sponsor, this package ensures logo/name inclusion in media advertising and coverage alongside the fair's name. Any materials produced for the event will prominently carry the Presenting Sponsor Logo. This logo will be included in the following items:

MEDIA

A promotional campaign prior to and during the event will be directed at the target market with Presenting Sponsor Logo on all promotional ads.

PROMOTIONAL ADVERTISING MATERIALS WILL INCLUDE:

- Direct Mail list-serves to opt-in target market (parents, families in NCWV)
- Event Web Site: The event web site will include all event information, including an event schedule, area information, and more. Viewers will be able to link directly to the Presenting Sponsor's Website.
- Internet Advertising: Various high-traffic sites in NCWV & surrounding areas.
- Event Posters: Extended Regional Distribution (North Central West Virginia) in high-traffic public places, 4-H camps, Businesses, etc.
- Press Releases and Post-Event articles will include Presenting Sponsors.
- And more!

ON-SITE ADVERTISING WILL INCLUDE:

- Direct Branding & Credits
- Hospitality, Public Relations & Other Exposure Opportunities: Presenting Sponsors will receive 6 free admission passes to the event each day for 5 days (total of 30 passes).
- Optional Booth Space at fair (required to be staffed for the 5 days of the event), Choice of indoor or outdoor venues, as based on space at time of sponsorship agreement.

FOR MORE INFORMATION OR SPONSORSHIP QUESTIONS, PLEASE CALL THE MONONGALIA COUNTY FAIR ASSOCIATION AT 304.291.7201.



BLUE RIBBON SPONSORSHIP

THE COST

The cost for the BLUE RIBBON Sponsorship package for the Monongalia County Fair is \$10,000.

This fee includes all management services as well as the package items listed below. Questions regarding supplemental marketing campaigns should be directed to the Mon County Fair Association.

THE PACKAGE

Designed to deliver exposure to our BLUE RIBBON Sponsors, this package ensures logo/name inclusion in media advertising and coverage. This logo will be included in the following items:

MEDIA

A promotional campaign prior to and during the event will be directed at the target market with BLUE RIBBON sponsor logo on promotional ads.

PROMOTIONAL ADVERTISING MATERIALS WILL INCLUDE:

- Direct Mail list-serves to opt-in target market (parents, families in NCWV)
- Event Web Site: The event web site will include all event information, including an event schedule, area information, and more. Viewers will be able to link directly to the BLUE RIBBON Sponsor's Website.
- Internet Advertising: Various high-traffic sites in NCWV & surrounding areas
- Event Posters: Extended Regional Distribution (North Central West Virginia) in high-traffic public places, 4-H camps, Businesses, etc.

ON-SITE ADVERTISING WILL INCLUDE:

- Direct Branding & Credits
- Hospitality, Public Relations & Other Exposure Opportunities: BLUE RIBBON will receive 4 free admission passes to the event each day for 5 days (total of 20 passes).
- Optional Booth Space at fair (required to be staffed for the 5 days of the event), Choice of indoor or outdoor venues, as based on space at time of sponsorship agreement.

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RED RIBBON SPONSORSHIP

THE COST

The cost for the RED RIBBON Sponsorship package for the Mon County Fair is \$5,000.

This fee includes all management services as well as the package items listed below. Questions regarding supplemental marketing campaigns should be directed to the Mon County Fair Association.

THE PACKAGE

Designed to deliver exposure to our RED RIBBON Sponsors, this package ensures logo/name inclusion in media advertising and coverage. This logo will be included in the following items:

MEDIA

A promotional campaign prior to and during the event will be directed at the target market to drive traffic back to the Mon County Fair website where the RED RIBBON Sponsors will be credited.

PROMOTIONAL ADVERTISING MATERIALS WILL INCLUDE:

- Direct Mail list-serves to opt-in target market (parents, families in NCWV)
- Event Web Site: The event web site will include all event information, including an event schedule, area information, and more. Viewers will be able to link directly to the RED RIBBON Sponsor website.
- Event Posters: Extended Regional Distribution (North Central West Virginia) in high-traffic public places, 4-H camps, Businesses, etc.

ON-SITE ADVERTISING WILL INCLUDE:

- Direct Branding & Credits
- Hospitality, Public Relations & Other Exposure Opportunities: RED RIBBON Sponsors will receive 2 free admission passes to the event each day for 5 days (total of 10 passes).
- Optional Booth Space at fair (required to be staffed for the 5 days of the event), Choice of indoor or outdoor venues, as based on space at time of sponsorship agreement.

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YELLOW RIBBON SPONSORSHIP

THE COST

The cost for the YELLOW RIBBON Sponsorship package for the Mon County Fair is \$2,500.

This fee includes all management services as well as the package items listed below. Questions regarding supplemental marketing campaigns should be directed to the Mon County Fair Association.

THE PACKAGE

Designed to deliver exposure to our YELLOW RIBBON Sponsors, this package ensures logo/name inclusion in the following media advertising and coverage.

MEDIA

A promotional campaign prior to and during the event will be directed at the target market to drive traffic back to the Mon County Fair web site where the YELLOW RIBBON Sponsor will be credited and their listing will include a link to the sponsor's website.

ON-SITE ADVERTISING WILL INCLUDE:

- Hospitality, Public Relations & Other Exposure Opportunities: YELLOW RIBBON Sponsors will receive 1 free admission passes to the event each day for 5 days (total of 5 passes).
- Optional Booth Space at fair (required to be staffed for the 5 days of the event), Choice of indoor or outdoor venues, as based on space at time of sponsorship agreement.

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GREEN RIBBON SPONSORSHIP

THE COST

The cost for the GREEN RIBBON Sponsorship package for the Mon County Fair is \$1,000.

THE PACKAGE

Designed to deliver exposure to our GREEN RIBBON Sponsors, this package ensures logo/ name inclusion in the following.

MEDIA

A promotional campaign prior to and during the event will be directed at the target market to drive traffic back to the Mon County Fair web site where the GREEN RIBBON Sponsor will be credited and will include a link to their website.

***RESERVE YOUR SPONSORSHIP EARLY, TO ENSURE INCLUSION ON ALL MARKETING & PROMOTIONAL MATERIALS AVAILABLE UNDER YOUR CHOSEN SPONSORSHIP LEVEL. THE MON COUNTY FAIR WILL NOT BE RESPONSIBLE FOR SPONSOR OMISSIONS DUE TO LATE ADDITION.**

FOR MORE INFORMATION OR SPONSORSHIP QUESTIONS, PLEASE CALL THE MONONGALIA COUNTY FAIR ASSOCIATION AT 304.291.7201.

