

Proposal for:

Presented by:

Ryan Marshall
ryan@bpsindy.com
317-846-8965



MARION
COUNTY
FAIR

July 23 - August 1  Make it **YOUR** Fair!

Event or Activity Sponsorship Options

- **Booth Sponsorship**

- Opportunity to have a table display in area of activity or event. Can hand out company info, coupons, etc.
- 10 single day passes to the MCF
 - Additional passes may be purchased at a buy one get one free ratio

- **Presenting Sponsorship**

- Includes everything above plus
 - Opportunity to hang banners and signage at location of fair activity (pre-approval of MCF required)
 - Public address announcements recognizing your company as a sponsor of the activity
 - Company logo on website & in fair program (50,000 copies) on the “thank you to our sponsors” page
 - 20 total single day passes

- **Title Sponsorship**

- Includes everything above plus
 - Top recognition in all materials, signage, booth space, PA announcements, etc.
 - Event name recognition in program event listing
 - Inclusion in all press releases, media communication, commercial promotion, etc. of events where applicable
 - 30 total single day passes



Make it **YOUR** Fair!
July 23 - August 1

Event or Activity Sponsorship Options

- **Tier 1 Events - High Profile / Large Audience**
 - Title Sponsorship = \$1,500
 - Presenting Sponsorship = \$1,000
 - Booth Sponsorship = \$500
 - Events in this category include
 - Motorcycle races - July 25
 - Queen Pageant - July 25 - **SOLD TITLE**
 - Car Show - July 26
 - Hoosier Tractor Pull - July 29
 - Truck Pull - July 30
 - Demolition Derby - July 31 & August 1
 - Sponsorship of both days offered at a discount



Make it **YOUR** Fair!
July 23 - August 1

Event or Activity Sponsorship Options

- **Tier 2 Events - Mid Profile / Mid Audience**
 - Title Sponsorship = \$1,000
 - Presenting Sponsorship = \$700
 - Booth Sponsorship = \$350
 - Events in this category include
 - Tri-County Garden Tractor Pull - July 23
 - Baby Contest - July 25
 - **4-H Horse Show (5 days) - July 25 - July 29**
 - 1 sponsorship fee covers all 5 days
 - Junior Talent Show - July 26
 - Senior High Talent Show - July 26
 - Can sponsor both talent shows at a discount
 - Pro-Stock Hoosier Tractor Pull - July 28
 - Cheerleading Contest - August 1 - **SOLD TITLE**
 - Kids Day Activities Area - August 1
- **Tier 3 Events - Smaller Profile / Smaller Audience**
 - Title Sponsorship = \$500
 - No other sponsorship levels for these events
 - Events in this category include
 - Heavy Weight Horse Pull - July 24
 - 4-H Cat Show - July 26
 - Draft Horse Show - July 26
 - Ladies Night Drawings - July 29
 - 4-H Livestock Auction - July 31



Make it **YOUR** Fair!
July 23 - August 1

Building / Area Sponsorships

- **Title naming rights to specific area for run of the fair.**
 - All activities and events that take place in sponsored area will be recognized as taking place in the sponsored area
 - Name inclusion on each page of program where sponsored area is mentioned
 - Opportunity to have booth in or near area sponsored
 - Company logo on website & in fair program (50,000 copies) on the “thank you to our sponsors” page
 - 50 total single day passes
- **Tier 1 areas = \$5,000**
 - Grandstands
 - Midway
 - Coliseum
- **Tier 2 areas = \$3,500**
 - Park Stage - **SOLD**
 - Expo Hall
 - Livestock Barn
 - Admin Plaza
- **Tier 3 areas = \$2,000**
 - All other buildings & areas on grounds
 - 4-H, Horse Barn, Cattle Barn, Poultry / Rabbit Barn, Car Racing Arena, Family Arts Building, Arts & Crafts Building, Community Youth Building, & Horse Arena



Make it **YOUR** Fair!
July 23 - August 1

Day Sponsor

(Friday 4:30p-1a, Saturday 10a-11p, or Sunday 12p-10p)

- **With attendance ranging from 14-18,000, weekends offer the best chance for recognition as a day sponsor, while still being cost effective. The days are listed followed by the main attractions happening on those days.**
 - Friday, July 24
 - Midway Moonlight Madness. Horse Pull, The Knightsmen concert
 - Saturday, July 25
 - Baby contest, Queen Pageant, Motorcycle races
 - Sunday, July 26
 - Car show, Junior & Senior High talent show
 - Friday, July 31
 - Indy Jazz Orchestra, Livestock auction & Demo derby
 - Saturday, August 1 - **SOLD PRESENTING**
 - Kids Day activities, Cheer contest, & Demo derby
- **Promotion of events occurring on these days will feature the sponsors name and logo, where applicable.**
 - This includes mention in press releases, advertising copy, advertising creative, web site placement, print materials, etc.
- **You will receive a display area in the day sponsor tent, ability to hang signage throughout the fairgrounds, recognition in the fair program and via PA announcements throughout the day.**

\$2,500



Make it **YOUR** Fair!
July 23 - August 1

Day Sponsor

(Monday, Tuesday, Wednesday, or Thursday fair hours are 4:30p-10p)

- **With attendance ranging from 6-8,000, weekdays offer a great chance for recognition as a day sponsor, while still being cost effective. The days are listed followed by the main attractions happening on those days.**
 - Thursday, July 23
 - Tri-county Garden Tractor Pull
 - Monday, July 27
 - IMPD K-9 demo, Cooke & Belle concert
 - Tuesday, July 28
 - Pro-stock Tractor pull, gospel concert
 - Wednesday, July 29 - **SOLD**
 - Ladies night, Tractor pull
 - Thursday, July 30
 - Truck pull, live concert
- **Promotion of events occurring on these days will feature the sponsors name and logo, where applicable.**
 - This includes mention in press releases, advertising copy, advertising creative, web site placement, print materials, etc.
- **You will receive a display area in the day sponsor tent, ability to hang signage throughout the fairgrounds, recognition in the fair program and via PA announcements throughout the day.**

\$1,500



Make it **YOUR** Fair!
July 23 - August 1

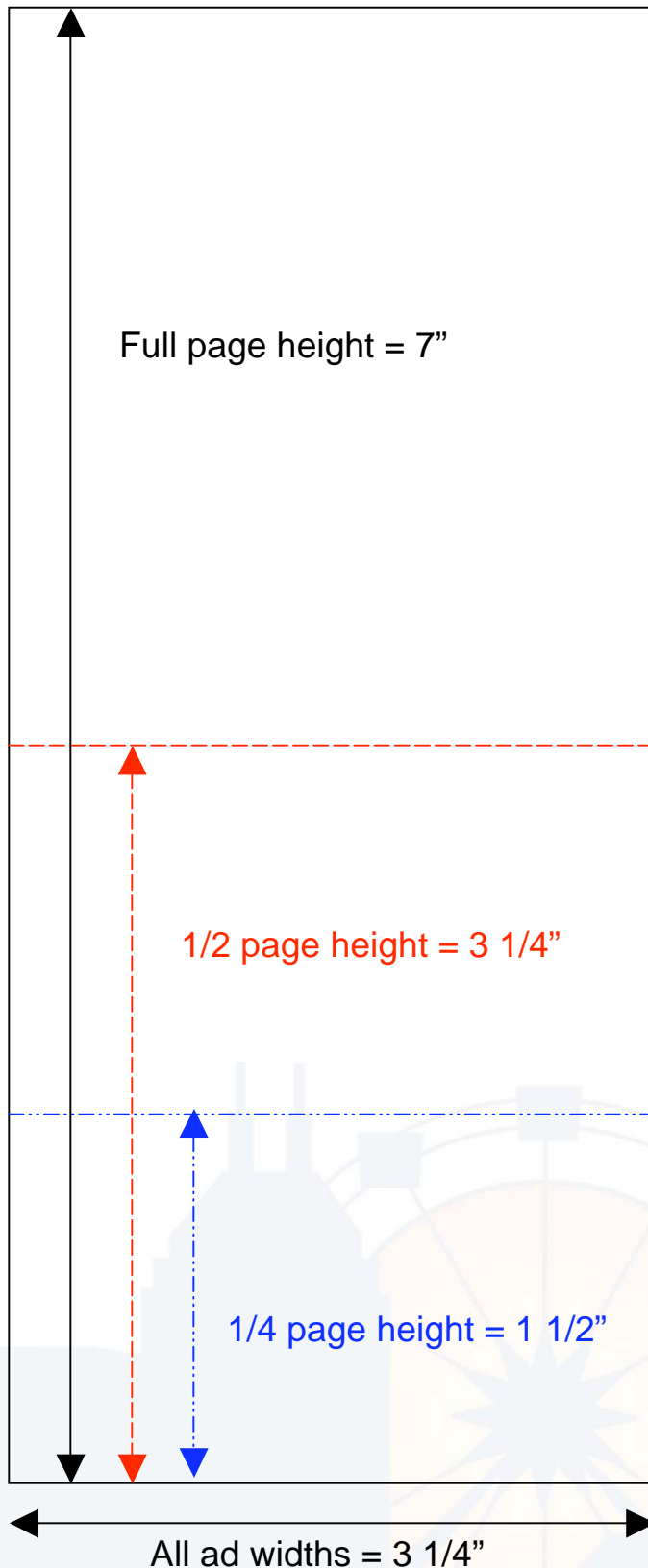
MCF Program Ad

- **There are 50,000 copies of the MCF program**
 - 25,000 are distributed throughout the community in June to pre-promote the fair and events.
 - Ads for these programs will go to press on **May 26th.**
 - 25,000 are handed out to fair attendees at the gates of the fair.
 - Ads for these programs will go to press on **July 8th.**
 - These programs contain details of each days activities and are likely to be read cover to cover... making them a great opportunity to promote your business with an ad or coupon.
- **The following page details the 3 ad sizes available in our program, the prices, and the instructions for getting the ad to us.**
 - The costs associated with a program ad are in addition to any costs for sponsorship of other MCF elements.
 - There is one cost for the ads. It is beneficial to place your ad in time for the first run.
 - This allows you to reap the benefits of the bonus pre-fair 25,000 copies.



Make it **YOUR** Fair!
July 23 - August 1

Marion County Fair Program Ad Specs and Rates



Ad rates

Full Page = \$750

Half Page = \$450

Quarter Page = \$300

Ad Submission

- **Preferably you can send us a completed (camera ready art) electronic ad set to the specs of your purchased ad.**
 - Acceptable formats include InDesign, PDF, Illustrator, Pagemaker, and high quality JPEG
- **If this is not possible or you would rather we design the ad there are additional charges.**
 - \$70/hour for ad design with a minimum charge of 1/2 hour of work (\$35)
- **Ad Submission**
 - Email to ryan@bpsindy.com
 - Fax to - 317-846-8971



Make it **YOUR** Fair!
July 23 - August 1

Appendix



Marion County Fair in brief

- **The MCF is a not for profit organization that strives to preserve the agricultural heritage of Marion County while celebrating and promoting positive family values, fostering community partnerships, and promoting cultural understanding in an ever-changing urban environment through showcasing our 4-H and youth development opportunities that will result in a vibrant, cohesive community.**
- **Partnering your business with the MCF sends a positive message that your company is supporting the youth of Marion County and that your company believes in keeping family friendly activities like the MCF alive and relevant in our community!**



Make it **YOUR** Fair!
July 23 - August 1

Keys to a Successful Partnership

- If you plan to be on-site, plan to be active and outgoing.
- Have something that grabs the attention of fairgoers.
- The best giveaways are things people can use while at the fair.
 - I.e. - Bags or hand fans with your company logo
- Have a backup plan for your display in case of bad weather.
- Bring additional signage if you have it.
- Promote your involvement with the fair to your employees and customers.



Make it **YOUR** Fair!
July 23 - August 1