

Proposal for:

Presented by:

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



MARION
COUNTY
FAIR

July 22 - 31



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 (40,000 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 22 - 31

Event or Activity Sponsorship Options

- **Tier 1 Events - High Profile / Large Audience**

- Title Sponsorship = \$2,000
- Presenting Sponsorship = \$1,250
- Booth Sponsorship = \$600
- Events in this category include
 - Motorcycle races - July 24
 - Queen Pageant - July 24
 - Car Show - July 25
 - Quarter Midget races - July 26
 - Hoosier Tractor Pull - July 28
 - Truck Pull - July 29
 - Dock Dogs - July 30 & 31
 - Demolition Derby - July 30 & 31
 - Sponsorship prices for both Dock Dogs and Demo Derby are for sponsoring 1 day of the two day event. If interested in sponsoring both days, a 10% discount is offered.



Make it **YOUR** Fair!
July 22 - 31

Event or Activity Sponsorship Options

- **Tier 2 Events - Mid Profile / Mid Audience**

- Title Sponsorship = \$1,500
- Presenting Sponsorship = \$1,000
- Booth Sponsorship = \$500
- Events in this category include
 - Tri-County Garden Tractor Pull - July 22
 - Baby Contest - July 24
 - IMPD K-9 Demo - July 25
 - 4-H Horse Show (5 days) - July 24 - July 28
 - 1 sponsorship fee covers all 5 days
 - Junior Talent Show - July 25
 - Senior High Talent Show - July 25
 - Can sponsor both talent shows at a discount
 - Pro-Stock Hoosier Tractor Pull - July 27
 - Cheerleading Contest - July 31
 - Kids Day Activities Area - July 31

- **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 22 - 31

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
 - Park Stage
- **Tier 2 areas = \$3,500**
 - 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 22 - 31

Day Sponsor Levels

- **Day sponsorships are broken into two levels based on attendance and price**
 - Weekday & Weekend (more attendance = higher price)
- **As well day sponsorships are broken into 3 categories**
 - **Booth Sponsorship**
 - Opportunity to have a table display in central location of fairgrounds. 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 around fairgrounds (pre-approval of MCF required)
 - Public address announcements recognizing your company as the presenting sponsor of the day / night
 - Company logo on website & in fair program (40,000 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.
 - Day / night name recognition in program event listing
 - 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.
 - 30 TOTAL single day passes



Make it **YOUR** Fair!

July 22 - 31

Weekday Day Sponsor

(Monday, Tuesday, Wednesday, or Thursday fair hours are 5p-11p)

- **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 22
 - Mayor's Town Hall Meeting, Tri-county Garden Tractor Pull
 - Monday, July 26
 - Senior night, ARCA Midget car racing, & Adult talent show
 - Tuesday, July 27
 - Gospel night w/ concerts, Karaoke & Pro-stock Tractor pull
 - Wednesday, July 28
 - Ladies night & Hoosier Tractor pull
 - Thursday, July 29
 - 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.**
- **Pricing levels**
 - \$2,000 - Title
 - \$1,350 - Presenting
 - \$500 - Booth



Make it **YOUR** Fair!

July 22 - 31

Weekend Day Sponsorships

(Friday 5p-1a, Saturday 9a-11p, or Sunday 9a-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 23
 - Midway Moonlight Madness. Battle of the Bands, & Horse Pull
 - Saturday, July 24
 - Baby contest, Queen Pageant, & Motorcycle races
 - Sunday, July 25
 - Car show, K-9 demo, Junior & Senior High talent show
 - Friday, July 30
 - Demo derby, Dock Dogs, Moonlight Madness
 - Saturday, July 31
 - Kids Day w/ many kid based activities, Cheer contest, Dock Dogs, Battle of the Bands finals & 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.
- Pricing levels
 - \$3,500 - Title
 - \$2,350 - Presenting
 - \$500 - Booth



Make it **YOUR** Fair!

July 22 - 31

MCF Program Ad

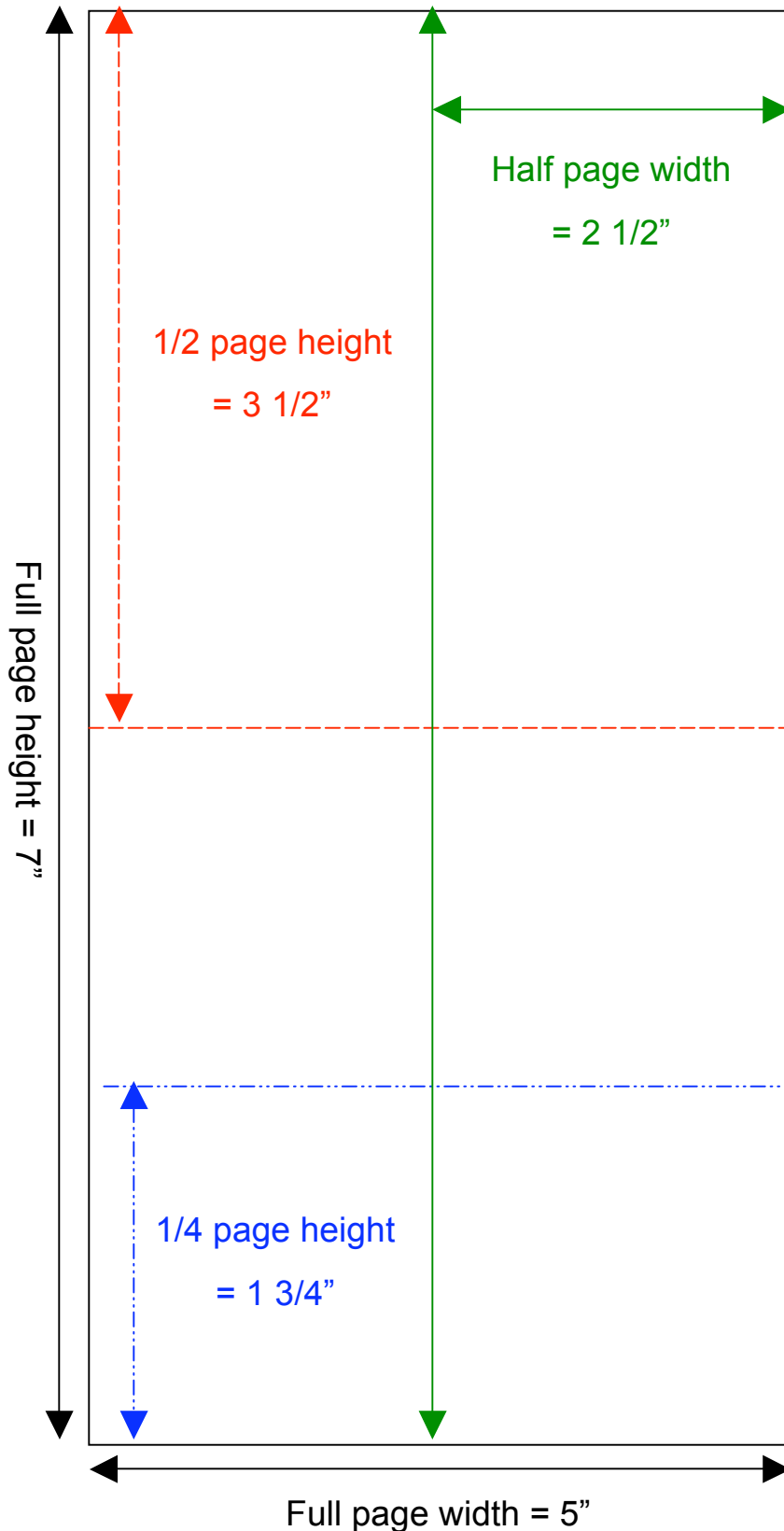
- **There are 25,000 copies of the MCF program**
 - 25,000 are handed out to fair attendees at the gates of the fair.
 - Ads for these programs will go to press on **July 7th.**
 - These programs contain details of each days activities and are likely to be read cover to cover... making them a great opportunity 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.



Make it **YOUR** Fair!

July 22 - 31

Marion County Fair Program Ad Specs and Rates



Ad rates

Full Page = \$1,000

Half Page = \$650

Quarter Page = \$400

Eighth Page = \$250

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 22 - 31

Appendix



Make it **YOUR** Fair!
July 22 - 31

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 22 - 31

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 22 - 31