

*A proposal for:*

*Presented by:*

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# Overview

- **Thank you for your consideration of support for the Marion County Fair.**
  - As a 501c3 not-for-profit, the Marion County Fair depends on the support of sponsors like you.
- **It would be easy to simply ask for financial support in the way of a donation, but we believe in giving value back to our supporters.**
  - We hope you will find the suggested ways we could give back to you, for your support, valuable.
- **Here are the partnership opportunities we'd like you to consider...**
  - Sponsorship opportunity overview
    - Page 3
  - Building or Area sponsorship details
    - Page 4
  - Day sponsorship details
    - Page 5
  - Event & Activity sponsorship details
    - Page 6-7
  - Miscellaneous sponsorship details
    - Page 8
  - Program ad space details
    - Page 9
  - Appendix with useful info
    - Pages 10-11

# Sponsorship levels

- **Despite the numerous options, choosing how you partner with the fair is simple.**
- **The Fair offers 4 basic categories.**
  - **Area sponsorships**
    - A 10 day sponsorship. You can be the sponsor of a specific area throughout the entire fair. i.e. the Grandstands, Park Stage, Expo Hall, etc.
  - **Day sponsorships**
    - A 1 day sponsorship. You can be the sponsor of a specific day of the fair that matches your interests. i.e. Ladies Night, Kids Day, etc.
  - **Event sponsorships**
    - A single event sponsorship. You can sponsor a specific event that matches your interests... i.e. Queen Pageant, Demo Derby, Dog Show, etc.
  - **Miscellaneous sponsorships**
    - Anything sponsorable that doesn't fit into the above categories. i.e. Ads in the program, Hot-Air balloon sponsorship, etc.
- **When you've decided which category best suits your needs, you have the choice of 2 basic sponsorship levels for most of their opportunities.**
  - **Presenting sponsor – Base level**
    - Opportunity to hang banners, inclusion in PA announcements, and logo inclusion on website, emails to our 12,000+ subscriber email database, postings to our 16,600+ Facebook fans, and in 30,000 copies of our program + all elements include in booth sponsor level, table display near sponsored element & fair tickets.
  - **Title sponsor – Includes everything above with these upgrades**
    - Top level recognition for your brand in all materials (program, website, Facebook, advertising, emails, press releases, etc.)
    - Benefit of being the only title sponsor (can be 2 presenting sponsors)
    - 1<sup>st</sup> choice locations for booth space & signage

# Building / Area Sponsorships

- **On-fairgrounds sponsorship benefits you'll receive...**
  - Opportunity to have a table display next to / inside area sponsored. Can hand out company info, coupons, etc.
  - Opportunity to hang banners and signage around area sponsored. (pre-approval of MCF required)
  - Public address announcements recognizing your company as the sponsor of the area
  - Company logo on website & in fair program (30,000 copies) on the “thank you to our sponsors” page
- **Marketing benefits you'll receive outside the fairgrounds...**
  - Logo & link on fair website
    - On the grounds map, key & thank you to our sponsors pages
  - Logo & name recognition in email blasts to 12,000 subscribers.
  - Name mention / tag in Facebook posts to 16,600+ fans
- **There are 3 levels of area sponsorships available.**
  - Based on the amount of foot traffic through the area
- **Tier 1 areas = \$7,500**
  - Grandstands, Midway, Admin Plaza & Park Stage
- **Tier 2 areas = \$5,000**
  - Expo Hall, Coliseum & Livestock Barn
- **Tier 3 areas = \$2,500**
  - 4-H, Horse Barn, Cattle Barn, Poultry / Rabbit Barn, Car Racing Arena, Family Arts Building, Arts & Crafts Building, Community Youth Building, & Horse Arena

# Day Sponsorships

- **On-fairgrounds sponsorship benefits you'll receive...**
  - Opportunity to have a table display in central location of fairgrounds. Can hand out company info, coupons, etc.
  - Opportunity to hang banners and signage around fairgrounds (pre-approval of MCF required)
  - Public address announcements recognizing your company as the sponsor of the day / night
  - Company logo on website & in fair program (30,000 copies) on the “thank you to our sponsors” page
- **Marketing benefits you'll receive outside the fairgrounds...**
  - Logo & link on fair website
    - On the specified day & thank you to our sponsors pages
  - Logo & name recognition in email blasts to 12,000 subscribers.
  - Name mention / tag in Facebook posts to 16,600+ fans
- **There are 2 levels of day sponsorships available.**
  - Based on the amount of attendance for that day
- **Weekends (Friday, Saturday & Sunday)**
  - Title Sponsor - \$3,500
  - Presenting Sponsor - \$2,350
  - Days of note
    - Opening Night is Friday, June 17
    - Father's Day Celebration is Sunday, June 19
    - Kids Day is Saturday, June 25
- **Weekdays (Monday – Thursday)**
  - Title Sponsor - \$2,000
  - Presenting Sponsor - \$1,350
  - Days of note
    - Senior Night is Monday, June 20
    - Ladies Night is Wednesday, June 22

# Event Sponsorships

- **On-fairgrounds sponsorship benefits you'll receive...**
  - Opportunity to have a table display near your sponsored event. Can hand out company info, coupons, etc.
  - Opportunity to hang banners and signage around your sponsored event (pre-approval of MCF required)
  - Public address announcements recognizing your company as the sponsor of the event
  - Company logo on website & in fair program (30,000 copies) on the “thank you to our sponsors” page
- **Marketing benefits you'll receive outside the fairgrounds...**
  - Logo & link on fair website
    - On the event & thank you to our sponsors pages
  - Logo & name recognition in email blasts to 12,000 subscribers.
  - Name mention / tag in Facebook posts to 16,600+ fans
- **There are 4 levels of event sponsorships available.**
  - Based on the profile and attendance of the events
  - Listing of events on next page
- **Specialty events**
  - Events that happen over multiple days
  - Prices vary, please inquire for details
- **Tier 1 events**
  - Title Sponsorship = \$2,500
  - Presenting Sponsorship = \$1, 500
- **Tier 2 events**
  - Title Sponsorship = \$1,350
  - Presenting Sponsorship = \$900
- **Tier 3 events**
  - Title Sponsorship = \$500
  - No presenting sponsorships available

# Event Sponsorships

- **Specialty events**

- Featured attractions that often occur on multiple days
- Price points vary, please inquire for details
- Specialty events include
  - Demolition derby (2 nights)
  - Elite Performance K9 Frisbee Dog Show (3 days)
  - Chainsaw Carving Demos (3 days)
  - 4-H Horse Shows (5 days)
  - Family Arts Contests (10 days)

- **Tier 1 events**

- Queen & Princess Pageant

- **Tier 2 events**

- Motorcycle Races (flat track & obstacle course)
- Car Show
- Baby Contest
- Talent Shows
- Cheer Contest

- **Tier 3 events**

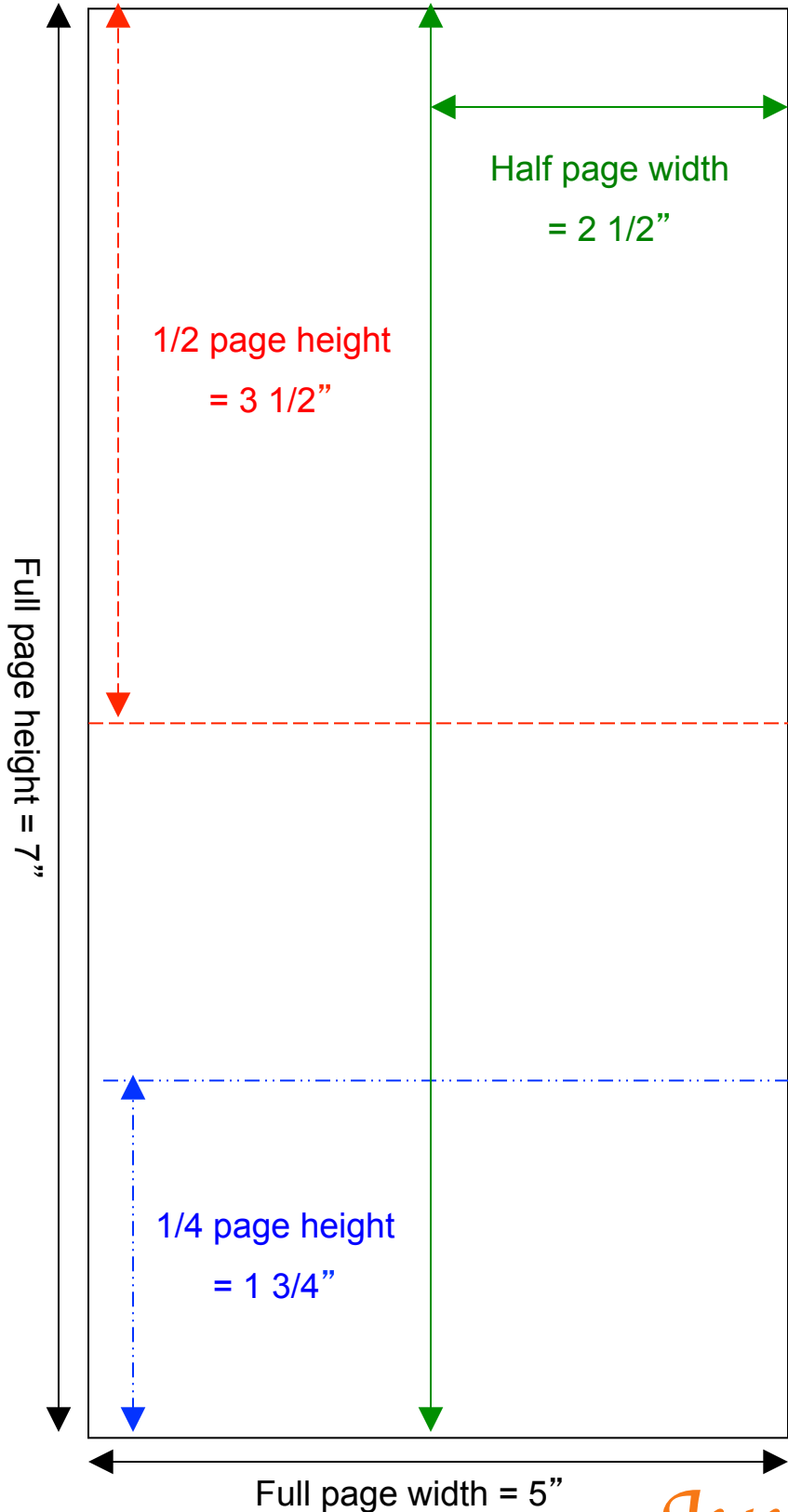
- Fireworks Display
- Pedal Pull Competitions
- Dog Show
- Small Animal Pet Show
- 4-H Contests

# Miscellaneous Sponsorships

- **Downloadable Coupon Sponsor = \$1,500**
  - Over 10,000 people downloaded our \$1 off coupon from our website last year. Place your ad on half of the coupon printout.
- **Bench & Picnic Table Sponsor = \$2,500**
  - There are 30 benches and 10 picnic tables set up primarily in and around admin plaza. These are used throughout the fair by patrons looking to rest or eat outside.
  - We can place signage on these benches recognizing your company as the sponsor and build a great amount of brand awareness for your company.
- **Booth Space (in expo hall or near midway) = Prices vary**
  - Available through the Marion County Fair Office
  - 317-353-2444 or [marioncountyfair@comcast.net](mailto:marioncountyfair@comcast.net)
- **Program ad space**
  - 30,000 copies distributed on-site (1 per carload)
    - Ad deadline to be included is May 27<sup>th</sup>.
  - Full page ad = \$1,000
  - Half page ad = \$650
  - Quarter page ad = \$400
  - Eighth page ad = \$250
    - Like a business card ad to show general support of the fair and 4-H.



# 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.**
  - \$90/hour for ad design with a minimum charge of 1/2 hour of work (\$45)
- **Ad Submission**
  - Email to [ryan@bpsindy.com](mailto:ryan@bpsindy.com)
  - Fax to - 317-846-8971

# 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 any additional signage you have.
- Promote your involvement with the fair to your employees and customers.

# Marion County Fair in brief

- **Mission statement**

- 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.

- **What it means to partner with us**

- 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!