



SPONSORSHIP OPPORTUNITIES

SEPTEMBER 22 – 25, 2021

Martinsville Speedway
Martinsville, VA
www.HenryCountyVAFair.com

Become a sponsor of the Henry County Fair!
September 22 – 25, 2021



The Henry County Fair is a fun family friendly four day event that will draw thousands of people and will be marketed locally and regionally across Virginia and North Carolina. The fair will consist of such attractions as; Midway rides, games, food vendors, entertainment acts, fair pageant, animal exhibits, fireworks and more!

You can reach a diverse audience and gain significant exposure for your business and products.

Champion/Presenting Sponsor - \$5,000

- All publicity will say, "Henry County Fair, presented by [vendor name]."
- Prominent booth space near fair entrance to promote business
- Logo on all event printed materials
- Logo, business name and link on fair website page
- Use of sponsor name in all social media posts
- Logo on official event shirt
- Placement of up to four logo banners throughout the fairgrounds (banners provided by sponsor)
- Sponsorship acknowledgement throughout the 4-day event
- Prominent logo placement on fair sponsorship banner

Blue Ribbon/Large Attraction Sponsor - \$2,500 (Midway or Stage)

- Mention on broadcast advertisements
- Prominent logo banner at sponsored attraction location
- Logo, business name and link on fair website page
- Logo placement on fair sponsorship banner
- Prominent booth space to promote business
- Placement of up to two logo banners throughout the fairgrounds (banners provided by sponsor)
- Use of sponsor name in all social media posts about sponsored attraction
- Logo on official event shirt
- Logo on all event printed materials

Red Ribbon/Small Attraction Sponsor - \$1,000 (Dog Show, Timber Show, Petting Zoo, Extension Contests)

- Logo placement on fair sponsorship banner
- Logo on all event printed materials
- Logo, business name and link on fair website page
- Placement of logo banner at sponsored attraction area
- Logo on official event shirt
- Use of sponsor name in all social media posts about sponsored attraction

Yellow Ribbon/Supporter - \$300

- Business name and link on website sponsor page
- Logo placement on fair sponsorship banner

Fair Staff Shirts Sponsor - \$500

- Business name / logo on the back of event staff shirts (only 1 sponsor)
- Logo placement on fair sponsorship banner

Fireworks Sponsor - \$1,000

- Logo placement on fair sponsorship banner
- Logo on all event printed materials
- Logo, business name and link on fair website page
- Placement of logo banner at sponsored attraction area
- Logo on official event shirt
- Use of sponsor name in all social media posts about sponsored attraction

Fair Pageant Sponsor - \$1,000

- Use of sponsor name in all social media posts about sponsored attraction
- All publicity about pageant will say, "Sponsored by [vendor name]."
- Logo placement on fair sponsorship banner
- Logo on all event printed materials
- Logo, business name and link on fair website page
- Logo on official event shirt



Henry County Fair

Sponsorship Agreement

This SPONSORSHIP AGREEMENT is made and entered into this _____ day of _____, 20__, by and between the HENRY COUNTY FAIR and

_____. It identifies sponsorship level and terms for the 2021 Henry County Fair.

Sponsorship Level: _____ Cost: _____

TERMS:

Sponsorship agreements are due no later than June 15, 2021. An invoice will be provided upon request. Upon receiving payment, agreed marketing at sponsorship level will commence.

SPONSOR CONTACT INFORMATION

Sponsor Name: _____

Name of Representative: _____ Email: _____

Mailing Address for Sponsor: _____

PH: _____ Website URL: _____

Social Media username(s): _____

Signature of Sponsor Representative: _____

Signature of Fair Representative: _____

NOTES: