



Madison County Agricultural Society
205 Elm St. / P.O. Box 30
London, OH 43140
Phone: 740-852-1654
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Hello -

One thing every Madison County resident can agree on is the overwhelming amount of effort that has been placed on revitalizing the Madison County Fairgrounds and making that facility the premier fairgrounds in the state of Ohio. The Ag Society recognizes that these efforts would not be possible without the support of our great community. Thank you!

As fair season quickly approaches, the Ag Society remains diligent in efforts to support revitalization of the grounds and is now focusing energy on making the 2018 Madison County Fair as great as the facility at which it is held. The Ag Society would like to invite you to be a part of the best Madison County Fair to-date, while taking advantage of a valuable advertising opportunity.

The 2018 Madison County Fair will take place Sunday, July 8 through Saturday, July 14. The potential audience for Fair advertisements has the potential to far exceed the 45,000 average visitors, taking advantage of media opportunities including print, radio and television coverage.

Please take a moment to review the enclosed materials outlining the possibilities for marketing your business or organization during the 2018 Madison County Fair. If you are unable to find an advertising opportunity enclosed that fits your marketing needs, please contact a member of the Ag Society's Marketing & PR Committee, listed below, to discuss options for a package customized to meet your specific needs.

Your advertising commitment must be received by June 25 to ensure that all arrangements are made to recognize your business or organization at the 2018 Madison County Fair.

The Fair belongs to the Community of Madison County, and the Ag Society sincerely looks forward to the opportunity to work with you in an effort toward continuous improvement.

Madison County Agricultural Society
Marketing & PR Committee
Quinton Keeran / 740-808-3381
Bob Richardson / 740-506-5091
Dave Monnin / 614-361-9605
Tony Xenikis / 614-989-1717

2018 MADISON COUNTY FAIR SPONSORSHIP OPPORTUNITIES

*** All sponsorships will be on a first come first served basis. Sponsors will be recognized over the loudspeaker during the fair as time permits.**

SPONSOR OF THE DAY _____ \$1,000/day

As sponsor of the day, your banner will be displayed in a prominent location on the fairgrounds for the entire fair-week and will be showcased in Eby Arena during the Junior Fair Livestock Sale. You will receive one (1) box seat in the grandstand. Media recognition will be given to your organization through mentions when promoting the fair or doing interviews with print, radio or television contacts. You will receive ten (10) one-day admission passes to the fair. Please indicate your day preference below.

Sunday ___ Monday ___ Tuesday ___ Wednesday ___ Thursday ___ Friday ___ Saturday ___

ENTERTAINMENT STAGE NAMING RIGHTS _____ \$1,000/week

A stage will be made available on the fairgrounds to provide an area for visitors to relax and enjoy a showcase of local talent. Naming rights for the stage will include a banner to be displayed on the stage as well as in the Eby Arena during the Junior Livestock Sale, media coverage and ten (10) one-day passes to the fair.

GRANDSTAND ADVERTISING _____ \$500/week

As sponsor, your banner will be displayed in the grandstand area during the week of the fair as well as in the Eby Arena during the Junior Livestock Sale. Events for the grandstand include harness racing, live entertainment, and truck & tractor pulls. You will also receive five (5) one-day admission passes to the fair.

OPEN LIVESTOCK SHOW SPONSOR _____ \$500

Open Livestock Shows are a main draw for livestock exhibitors both inside and outside of Madison County and provide entertainment for those attending the fair. Your sponsorship will allow cash and prizes to be distributed to exhibitors. You will be recognized on a banner that will be displayed during ALL Open Livestock Shows at the 2018 Madison County Fair. Additionally, you will receive recognition over the microphone during All of the shows. You will also receive five (5) one-day admission passes to the fair.

DEMOLITION DERBY SPONSOR _____ \$500

Annually, the demolition derby is a main attraction at the fair. As sponsor, your banner will be displayed during the event as well as in the Eby Arena during the Junior Livestock Sale and recognition of your sponsorship over the loudspeaker. You will also receive five (5) one-day admission passes to the fair.

TRUCK PULL SPONSOR _____ \$500

Truck Pulls are a well-known attraction to the fair. As sponsor, your banner will be displayed during the event and recognition of your sponsorship over the loudspeaker. You will also receive five (5) one-day admission passes to the fair.

KIDDIE PEDAL PULL SPONSOR _____ \$250

This contest provides an opportunity for youth to be a part of friendly competition in a fun and exciting environment. All participants will receive ribbons and winners will receive trophies. As sponsor of this event, your organization will be featured on a banner displayed during the pull. You will also receive two (2) one-day admission passes to the fair.

GOLF CART ADVERTISING _____ \$200/cart

As a golf cart advertiser, your name will be displayed on the golf cart for the entire week of the fair. This essentially equates to a moving billboard for your business!

GRANDSTAND BOX SEATS _____ \$150

Priority is given to previous year participants, as well as sponsor of the day. The box seats are assigned on a first come first served basis. Your name will be displayed on the railing, indicating your seats, and will remain during the week of the fair.

FENCE BANNER DISPLAY _____ \$100

Your banner will be displayed on the fence surrounding the fairgrounds and will remain there for the duration of the fair. All banners will be displayed facing the street and will provide excellent publicity for your organization during the fair.

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**** Please return this form, along with the pages from this packet that indicate your desired sponsorship selections. Please return form and payment to Madison County Agricultural Society, Attn: Sponsorship Committee, P.O. Box 30, London, OH 43140, by June 25, 2018.***

COMPANY NAME:

CONTACT PERSON:

ADDRESS:

CITY:

STATE:

ZIP:

TELEPHONE:

E-MAIL:
