



Madison County Agricultural Society
205 Elm St. / P.O. Box 30
London, OH 43140
Phone: 740-852-1654
Fax: 740-852-6639

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 summer quickly approaches, the Ag Society remains diligent in efforts to support revitalization of the grounds and is now focusing energy on making the 2016 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 2016 Madison County Fair will take place Sunday, July 10 through Saturday, July 16. 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 2016 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 1 to ensure that all arrangements are made to recognize your business or organization at the 2016 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

Kyle Seaburn / 614-778-2524

Tony Xenikis / 614-989-1717

2016 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, you will have a banner 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

You will receive a banner that 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.

DEMOLITION DERBY SPONSOR _____ \$500

Annually, the demolition derby is a main attraction at the fair. As sponsor, you will receive a banner to 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.

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.

RODEO CHUTE SPONSOR _____ \$250/chute (4 available)

Your supplied banner will be displayed on a chute during the bull riding/rodeo. As sponsor of this event, your business or organization will be announced each time an animal comes out of your designated chute. 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.

**2016 MADISON COUNTY FAIR
OPEN LIVESTOCK SHOW SPONSORSHIP OPPORTUNITIES**

**** The Madison County Fair Open Livestock Shows are a main draw for livestock exhibitors both in and outside of Madison County and provide entertainment for those attending the fair.***

OPEN LIVESTOCK SHOW SPONSOR _____ \$500

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 2016 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.

**2016 MADISON COUNTY FAIR
TRUCK & TRACTOR PULL SPONSORSHIP OPPORTUNITIES
JUNE 11 JULY 12 JULY 15 SEPTEMBER 24**

**** The Truck and Tractor Pulls are a major event for the Madison County Fairgrounds. Sponsoring these events is an excellent opportunity to have your business or organization exposed to an average audience of over 1,200 spectators.***

TRACK SPONSOR _____JUNE 11 _____JULY 12 _____JULY 15 _____SEPTEMBER 24

Track sponsors may provide a banner, not to exceed 3'x6' in size, to be displayed on the track during the selected event. The track sponsor will be announced prior to or following each vehicle pulling on the track, which is an average of 40 times per event.

___ One-Day Sponsor \$1,000 with 5 complimentary one-day admission passes

___ All Five Events Sponsor \$4,000 with 10 complimentary one-day admission passes

CLASS SPONSOR - \$200 PER CLASS WITH TWO ONE-DAY ADMISSION PASSES

Class sponsors may provide a banner, not to exceed 3'x6' in size, to be displayed on the track during the selected event. The class sponsor will be announced prior to or following each vehicle pulling in the sponsored class.

___ June 11 COTPC 7 available Gas & Diesel Trucks

___ July 12 COTPC 7 available Gas & Diesel Trucks

___ July 15 NTPA 4 available Light Pro Stock, Modified Mini, Super Stock Diesel 4x4,
Two Wheel Drive

___ Sept. 24 COTPC 7 available Gas & Diesel Trucks

2016 MADISON COUNTY FAIR SPONSORSHIP OPPORTUNITIES

**** 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 1, 2016.***

COMPANY NAME:

CONTACT PERSON:

ADDRESS:

CITY:

STATE:

ZIP:

TELEPHONE:

E-MAIL:
