



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

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Hello -

The Madison County Ag Society recognizes that the tremendous efforts made to host and improve the Madison County Fair 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 2019 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 2019 Madison County Fair will take place Sunday, July 7 through Saturday, July 13. 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, social media and television coverage.

Please take a moment to review the enclosed materials outlining the possibilities for marketing your business or organization during the 2019 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 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*  
Bob Richardson / 740-506-5091  
Quinton Keeran / 740-808-3381

## 2019 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 \_\_\_\_\_ \$1,250/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. Additionally, your organization will be recognized on signage displayed on golf cart being utilized by fair staff and courtesy shuttles. Media recognition will be given to your organization through mentions when promoting the fair or doing interviews with print, radio, social media 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 \_\_\_

### **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 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 2019 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 \_\_\_\_\_ \$250/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.

**2019 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, 2019.***

**COMPANY NAME:**

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**CONTACT PERSON:**

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**ADDRESS:**

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**CITY:**

**STATE:**

**ZIP:**

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**TELEPHONE:**

**E-MAIL:**

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