RRF&E SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition throughout Rockbridge County and the surrounding areas and will put your company's name, logo and link front and center in our community!

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our fairgoers and participants
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile cause that promotes our youth, agriculture, commerce, innovation and community in and around Rockbridge County.

	Barn Raiser	Harvester	Cultivator	Seed Sower	Farm & Family	Fair Supporter
Value	\$4,000+	\$2,500- \$3,999	\$1,000- \$2,499	\$500-\$999	\$250-\$499	Up to \$249
Sponsorships Available	3	6	10	Unlimited	Unlimited	Unlimited
Recognition as title sponsor in all RRFE communications and materials	~					
Category exclusivity	\checkmark	✓				
Mentions on all RRFE-related television and/or radio commercials	~					
All inform	nation due by J	une 1 to be sur	e your logo & a	d appear in our F	air Book	
Name and logo placement:						
Volunteer t-shirts	Extra Large Logo	Large Logo	Medium Logo	Small Logo	Name	Name
All fair collateral and advertisements (online & paper)	Logo	Logo	Logo			
Logo and link on website	Logo/link	Logo/link	Logo/link	Logo/link	Logo/link	Name/link
Banners hung at fair (sponsor provides)	2 Large	2 Large	1 Large	1 Large	1 Large	
Signage at event	Large Logo	Large Logo	Logo	Logo	Logo	Name
Fair Book	Presenting Logo + Full Page Ad	Logo + ½ Page Ad	Logo + Business Card Ad	Logo + Business Card Ad	Logo + Business Card Ad	Name
Promotion:						
Fair website with link	Logo	Logo	Logo	Logo	Logo	Name

	Barn Raiser	Harvester	Cultivator	Seed Sower	Farm & Family	Fair Supporter
Social Media postings	✓	~	✓	✓	✓	
Media promotion and press releases	1	\checkmark	V	~	✓	
Business Facebook page tagged in all RRFE posts	~	\checkmark	\checkmark	\checkmark	\checkmark	
Fair Week Benefits:			1	1		1
Free Vendor spaces	3 spaces	2 spaces	1 space	1 space	1 space	1 space
Announcements throughout the fair	5	3	2	1	1	1
Option to provide awards for winners of your sponsored category	✓	V	V	V		
Photo opportunity with Livestock/Expo/Entertainers/ Pageant participants	~	~	V			
Year Long Benefits:						
Ability to have members on fair committees	\checkmark	\checkmark				
Generate goodwill within your community	~	~	~	~	✓	~

Pageant Sponsors will have their advertising targeted specifically during the Pageant, unless another Sponsorship level is selected, then you will receive all those benefits as well!!!

*\$200 Level: Your logo will appear on all Pageant print material, on our website and Facebook page, and be announced at the age level sponsored! You may also provide an additional prize to the winner of your age division.

There are 4 opportunities at this level: Ages 16-19; Ages 13-15; Ages 9-12; Ages 6-8

*\$100 Level: Your logo will appear on all Pageant print material, on our website and Facebook page, and be announced at the age level sponsored! You may also provide an additional prize to the winner of your age division.

There are 2 opportunities at this level: Ages 3-5; Ages 0-2

Want to customize something beyond what you see here? So do we! Call or email Janelle to find out how we can tailor your sponsorship to meet your needs!

Janelle Vess | 540.460.0061 | <u>fair@rockbridgefairandexpo.org</u> | www.rockbridgefairandexpo.org

SPONSORSHIP FORM

Please fill out the following form to confirm your chosen sponsorship level. Completed forms may be completed and returned to Rockbridge Regional Fair and Expo at <u>fair@rockbridgefairandexpo.org</u> or by mail to RRFE, P.O. Box 758, Lexington, VA 24450. Please don't hesitate to contact us with any questions 540.460.0061.

CONTACT INFORMATION:

Company Name (as you wish to be acknowledged)	Contact Person's Name Contact Phone Number City/State/Zip			
Company Email Address				
Address				
SPONSORSHIP OPPORTUNITIES:				
\$4,000 Barnraiser Sponsor				
\$2,500 Harvester Sponsor				
\$1,000 Cultivator Sponsor	THANK YOU FOR YOUR SUPPORT!			
\$500 Seed Sower Sponsor	Once we receive your completed			
\$250 Farm & Family Sponsor	sponsorship form, RRFE staff will contact you to discuss event arrangements, sponsorship benefits and recognition.			
\$1-299 Fair Supporter (write in your amount)	Please send your high-resolution color and			
Other Sponsorship Level \$	black-and-white logos to fair@rockbridgefairandexpo.org.			
PAYMENT INFORMATION:	All materials will be sent for your approval			
Please send me an invoice (payable by check or Square)	before going to print.			
or Square)				

Rockbridge Regional Fair and Expo (or RRFE)

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