

**June 21-30, 2019**  
10 Days Friday - Sunday



**Mon-Fri 5p-11p**  
**Sat-Sun 12p-11p**

## Overview

The Marion County Fair is a 501(c)3 organization that offers sponsorship opportunities with a value ROI. Our sponsors can expect a baseline of 370,000 impressions for a minimum \$1,000 investment... with many ways to customize the opportunity to the sponsor needs and expand the impression levels.

## Sponsor Types

We offer **Title** or **Presenting** Sponsorships in the following categories...

**EVENTS** - Targeted audiences vary depending on event type, exposure throughout event and alongside all promotion of the event before or after.

- Prices range between \$1,000 - \$5,000

**DAYS/NIGHTS** - Generates many brand impressions, exposure all day long and by association within any promotion of events happening that day. Days can be generic in nature or include themed days.

- Prices range between \$1,500 - \$3,750

**AREAS/BUILDINGS** - Generates many brand impressions, exposure throughout the entire 10-day fair and by association within any promotion of events happening in that area.

- Prices range between \$4,000 - \$7,500

**SPECIAL OPPORTUNITIES** - Custom sponsorship opportunities are available such as ticket / coupon sponsors, signage placement, gate admission giveaways, etc. Please inquire if you want to support the fair, but don't see an option below that is ideal for you!

## Sponsors Receive

### Logo in pre-Fair Brochure

- 10,000 copies distributed to promote the upcoming fair.
- Contains admission coupon to encourage retention.
- Must become a sponsor before May 1 to be included.

### Logo & callout in on-site Fair Program

- 30,000 copies distributed at gate; 1 per family/ group (multiple-person impressions).
- Logo on Thank You to Our Sponsors page.
- Text & logo callout near the element sponsored.

### Logo & link on MarionCountyFair.org

- Clickable sponsor logos posted by May 1 on homepage (Avg. 175,000+ page views)
- Clickable sponsor logos posted by May 1 on Thank You to Our Sponsors page.
- Clickable sponsor logos & text near sponsored elements.

### Social media tags/mentions

- Each sponsor will be included in at least 2 boosted (paid marketing support by the fair) posts on Facebook or other social media outlet.
- Boosted posts on our Facebook page averaged a reach of 30,000+ each last year.

### Custom opportunities on-site to increase exposure

- Signage, PA Announcements and Display Space options!

**Let's chat** - Ryan Marshall - BPS Marketing - 317-846-8965 - [ryan@bpsindy.com](mailto:ryan@bpsindy.com)  
*(Additional Pricing Details on Page 2)*

## Event Sponsorship Pricing

### **\$1,000 presenting / \$1,500 title sponsorship events**

- Opening Night Fireworks (1<sup>st</sup> Friday)
- Cutest Baby Contest (2<sup>nd</sup> Saturday)
- Small Animal Pet Show (2<sup>nd</sup> Saturday)
- Pedal Pull Competition (2<sup>nd</sup> Saturday)
- Any 4-H Contest (Any day) – Includes animal, arts, crafts & more.

### **\$1,500 presenting / \$2,250 title sponsorship events**

- Cheerleading Contest (1<sup>st</sup> Saturday)
- Talent Show sponsorship of all 3 age divisions (1<sup>st</sup> Sunday & Monday)
- Motorized Racing at the Grandstands
  - TQ Midgets – (1<sup>st</sup> Saturday)
  - Motocross – (Monday)
  - Outlaw Karts – (Tuesday)

### **\$2,000 presenting / \$3,000 title sponsorship events**

- Queen & Princess Pageant (1<sup>st</sup> Friday)
- Chainsaw Carving Demos & Auction (4 days = 1<sup>st</sup> Friday – Sunday AND 2<sup>nd</sup> Sunday)

### **\$3,333 presenting / \$5,000 title sponsorship events**

- Trick & Frisbee Dog Show (5 days = 1<sup>st</sup> Saturday – Sunday AND 2<sup>nd</sup> Friday – Sunday)
- Demolition Derby (2 days = 2<sup>nd</sup> Friday & Saturday)

## Day Sponsorship Pricing

### **\$1,500 presenting / \$2,250 title sponsorship days/nights**

- Monday
- Tuesday
- Wednesday – Ladies Night
- Thursday

### **\$2,500 presenting / \$3,750 title sponsorship days/nights**

- 1<sup>st</sup> Friday – Opening Night
- 1<sup>st</sup> Saturday – Kid's Day
- 1<sup>st</sup> Sunday – Gospel Music Day
- 2<sup>nd</sup> Friday
- 2<sup>nd</sup> Saturday – Kid's Day
- 2<sup>nd</sup> Sunday

## Area / Building Sponsorship Pricing

### **\$4,000 sponsorship areas / buildings (for duration of the fair)**

- Coliseum, Marketplace, Family Arts Building, Horse Arena, Cattle Barn, Poultry Barn, & Livestock Barn

### **\$7,500 sponsorship areas / buildings (for duration of the fair)**

- Park Stage, Grandstands, Midway & Main Street / Plaza