



FAIRGROUNDS & EVENT CENTER OF MONTGOMERY COUNTY
ADMINISTRATIVE OFFICE MAILING ADDRESS
580 Calumet Lane
Dayton, Ohio 45417-8014
www.montcofair.com
Phone: (937) 224-1619

EXECUTIVE DIRECTOR
Lori Page

BOARD OF DIRECTORS
Mark Jimison, President
Tim Terrill, Vice President

February 11, 2021

RE: 2021 Montgomery County Fair Sponsorship & Advertising Opportunity

Dear Sir or Madam,

The Montgomery County Fair is a great tradition and event that brings together our county's communities and families. 2020 was a crazy whirlwind of planning and eventually having to cancel the TRADITIONAL County Fair. We are pleased to announce that we are moving forward with the planning of the 2021 TRADITIONAL Fair.

We are so excited to see you in person, and to provide a place for kids and adults alike to make life-long memories. We will be sure to practice whatever guidelines are in place to hold a safe and enjoyable environment for all. We will be kicking off a "NEW DECADE OF FUN....TAKE 2" on Opening Day, July 11, 2021 at Noon. As a thank you, we are providing a lunch for you to enjoy in the Event Center (Building 1) immediately following the opening ceremony.

As you consider being a part of the 2021 Fair as a sponsor, the expectation is that we will once again have record attendance. We believe we will see over 45,000 people pass through the gates.

We would like to give your business/organization the opportunity to be a part of the 2021 Montgomery County Fair. As a sponsor you will be showing your support of the 2021 Montgomery County Fair while reaching potential customers.

There are many sponsorship opportunities which have been outlined on the enclosed sponsorship form. As you consider your level of participation, which can range from \$1 to any amount you wish to give. We would like to thank you in advance for your support and investment in the 2021 Fair. We are very grateful to the many businesses and organizations that sponsor the Fair so generously.

As you complete the Sponsorship Opportunity Form, please feel free to contact the Administrative Office by phone at (937) 224-1619 or by email Lori@montcofair.com with any questions you may have.

Sincerely,

Mark Jimison, Board President
MCAS – Montgomery County Fair

Enclosure: 2021 Fair Supporter Opportunity Form





Montgomery County Agricultural Society

2021 Fair Supporter Opportunities

Sunday, July 11th thru Saturday, July 17th



| | |
|--|---|
| Remit to Address: Montgomery County Fair 580 Calumet Lane, Dayton, OH 45417 | Make Checks Payable to: Montgomery County Fair OR MCAS Email for instructions to pay on-line |
|--|---|

CONTACT INFO: Phone: 937/224-1619 Fax: 937/224-1425 E-mail: Lori@MontCoFair.com

FAIR BOOK AD DEADLINE: 03/15/2021 All other Sponsorships due by June 1, 2021

Company
Name

Contact
Name

Address

City

State

Zip

Phone

Cell

Email

Signature of Donor

Please print below the Sponsors Name as you would like it to appear IN ADVERTISEMENTS:

☐ **Donation for anything other than packages on reverse side:**

Below is for Office/Director Use Only

| | | | | | |
|--------------|----------|-----------------|------------|--------|--------------------|
| Send Invoice | Yes No | Collection Made | Yes No | If yes | Cash or Check |
| | | | Circle One | | Circle One Check # |

Name of Director/Staff acquiring this sponsor:

Montgomery County Agricultural Society
2021 Fair Supporter Opportunities
Sunday, July 11th thru Saturday, July 17th

☐ PACKAGE 1 - \$125.00

Livestock Plaque Sponsor:

Package Includes 2 One Day Complimentary Fair Passes

☐ PACKAGE 2 - \$300.00

Golf Cart Sponsor:

Package Includes: Sign on cart with Company Name and 2 one day fair passes.

☐ PACKAGE 3 - \$400.00

Friend of the Fair Banner Sponsor:

Package Includes: 3' x 6' banner with your company name displayed, and 2 one day fair passes.

☐ PACKAGE 4 - \$750.00

Banner Sponsor:

Package Includes 4' x 6' banner with your company name displayed; 4 weekly fair passes.

☐ PACKAGE 5 - \$1,000.00

Banner Sponsor:

Package Includes 4' x 8' banner with your company name displayed; 4 weekly fair passes; 1 ¼ page ad in 2021 fair book (\$150 value)
(Please note: sponsor advertisement in electronic format is due by 03/15/2021)

☐ PACKAGE 6 - \$1,500.00

Banner Sponsor:

Package Includes 4' x 16' banner with your company name displayed; 4 weekly fair passes; 1 1/2 page ad in 2021 fair book (\$175 value)
(Please note: sponsor advertisement in electronic format is due by 03/15/2021)

☐ PACKAGE 7 - \$2,000.00

Event Sponsor:

Package includes advertisement on digital marquee for 1 week; 6' x 16' banner to be located on the front of the announcers stand, 4 weekly fair passes; Full page ad in 2021 fair book (\$250 value) **(Please note: sponsor advertisement in electronic format is due by 03/15/2021)**

☐ PACKAGE 8 - \$3,000.00

Marquee Sponsor:

Package includes advertisement on digital marquee for 2 weeks, 6' x 16' banner, 4 weekly fair passes, Full page ad in 2021 fair book (\$250 value) **(Please note; sponsor advertisement in electronic format is due by 03/15/2021)**

☐ PACKAGE 9

FAIR BOOK ADVERTISING

(Payment & Electronic ad due 03/15/21)

\$750 - Back Cover (full color)

\$500 - Inside Back Cover (full color)

\$500 - Inside Front Cover (full color)

\$300 - Inside First Page (B&W)

\$300 - Inside Last Page (B&W)

\$250 - Full Page (B&W 8.5" x 11")

\$175 - ½ Page (B&W 7.5" x 4.5")

\$150 - ¼ Page (B&W 3.5" x 4.5")

Please complete the Company/Contact

Information on the reverse side and return to:

Montgomery County Agricultural Society
580 Calumet Dayton, OH 45417-8014 with payment in full. For questions, contact Lori at Lori@montcofair.com or by phone at 937-224-1619 x3 Monday through Friday 9:00 am to 4:00pm. Make checks payable to MCAS and mail to 580 Calumet Lane, Dayton, OH 45417. Invoices can be paid online. Please email Lori for instructions.