



Southwest Washington Fair  
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## SPONSOR THE SOUTHWEST WASHINGTON FAIR

Sponsoring the Southwest Washington Fair directly supports a 108-year community tradition that serves over 1,000 youth and adult exhibitors and sees over 65,000 visitors each year. The Southwest Washington Fair is the largest and longest running community event in southwest Washington State.

Access to our audience enables you to put your business name and image in front of tens of thousands of potential customers!

Each sponsorship package has varying degrees of advertising, media exposure and "perks". Every package comes with the potential to increase your sales and web traffic, create brand awareness and loyalty, provide merchandising opportunities, recruit new customers and employees, and demonstrate community responsibility.

Each of these sponsorship packages can be customized to fit your business needs!

## WHY SPONSOR FAIRS

**Increase brand loyalty:** Loyal customers are a company's most valuable assets. Our customers are your customers.

**Create awareness & visibility:** The wide exposure Fairs enjoy in both electronic and print media provide sponsors with vast publicity opportunities.

**Change/reinforce image:** Sponsorship can help create, change or reinforce a brand image

**Drive retail traffic:** Companies use the assets of their sponsorships to create traffic-building promotions

**Showcase community responsibility:** Studies show Customers are saying they are willing to reward or punish companies with their wallets based on corporate citizenship.

**Drive sales:** Use as a hook to drive sales.

**Sample/display brand attributes:** Showcase product benefits.

**Entertain clients:** Can be highly relevant to companies that value the opportunity to spend a few hours with clients and prospects and solidify business relationships.

**Merchandising opportunities:** High amount of traffic, in a condensed time frame, with customers in a festive mindset make for great sales.

**Differentiate product from competitors:** Platform to tell why you're more unique than your competitor.

## 2017 Southwest Washington Fair Partner and Sponsorship Packets

### “Celebrating 108 years at the Southwest Washington Fair”

#### Community Partner - \$15,000

- Name a building/stage/barn after your company. Self-provided banner will hang on building from (July to October)
- Name on fair tickets
- Name announced during building/stage or barn shows and events
- 20 season tickets to the fair
- 10 season parking passes
- Plus everything in the \$5,000 package.



#### Blue Ribbon Sponsor - \$8,000

- 2 – 3’x8’ self-provided banners. Banner’s to be hung one in the Grandstand Arena and one at the fair entry.
- Self-provided banner on the Fairgrounds fence for one year.
- Acknowledgement on main Sponsorship signage throughout the fairgrounds
- Recognition on fair website, social media, and in local media.
- Name on fair tickets for a day
- 2 - 10 x 10 Vendor Booths
- 14 season tickets to the Fair
- 7 season parking passes for the Fair
- Fair sponsorship certificate

#### Red Ribbon Sponsor - \$3,000

- 2 – 4’x6’ self-provided banners. Banner’s to be hung on the fair fence
- Acknowledgement on main Sponsorship signage throughout the fairgrounds
- Recognition on fair website, social media, and in local media.
- 10 x 10 Booth
- 8 season tickets to the Fair
- 4 season parking passes for the Fair
- Fair sponsorship certificate

#### White Ribbon Sponsor - \$2,000

- 2 – 3’x8’ self-provided banners. Banner’s to be hung on the fair fence
- Recognition on fair website, social media, and in local media.
- 10 x 10 Booth
- 6 season tickets to the Fair
- 3 season parking passes for the Fair
- Fair sponsorship certificate

#### Green Ribbon Sponsor - \$500 - \$1,000

- 2 – 3’x6’ self-provided banners. Banners to be located in a recognizable space on the fairgrounds
- Recognition on fair website, social media, and in local media.
- 2 season tickets to the Fair
- 1 season parking passes for the Fair
- Fair sponsorship certificate

#### Friendly Sponsors - \$100 - \$250

- Recognition on fair website, sponsorship signage on site, and in local media
- 4 complimentary tickets to the fair
- 1 parking pass
- Fair sponsorship certificate

Be a  
Sponsor

Sponsor a Day! Sponsor an Act! Sponsor an Animal Show!  
Sponsor Awards! Sponsor a Department! Sponsor in Kind!