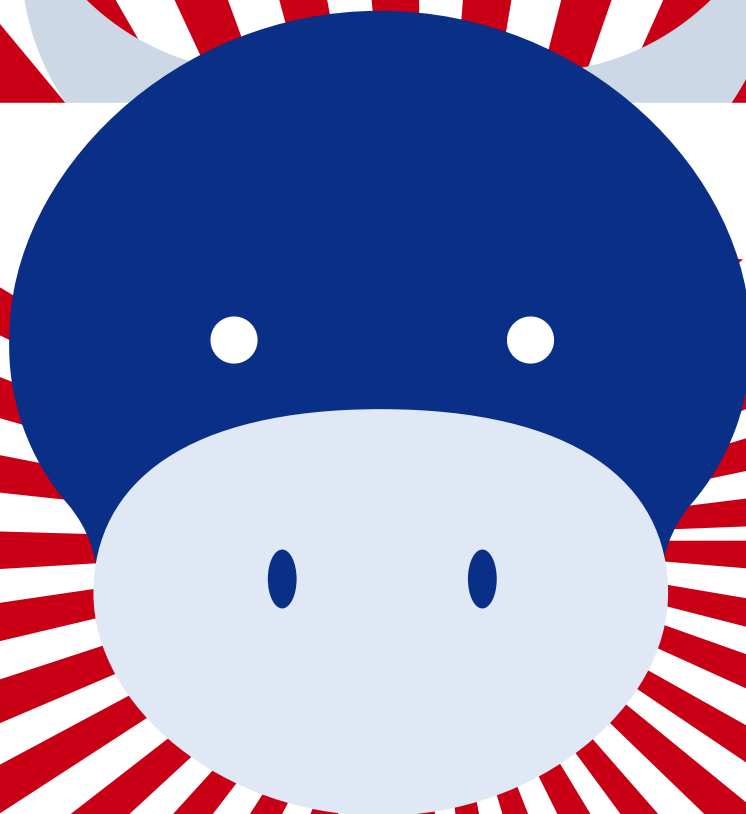


Southwest Washington



FAIR

2020
Fair Theme
RED, WHITE & MOO!



AUGUST 18-23, 2020
SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE "FRIENDLY FAIR" 110 YEAR TRADITION

The Southwest Washington Fair is the largest, longest running, friendliest community event in the area. We love to have fun at the Fair. The Fair has been the showcase of agriculture and community pride for southwest Washington since 1909.

Your Fair sees over 75,000 visitors each year, has 10,000 plus exhibits, from more than a 1,000 exhibitors. Thousands of volunteer hours go in to creating this 111 year fair tradition. Volunteers do more than meet and greet our visitors. They paint buildings, pull weeds and make the grounds come alive.

By sponsoring the Fair you help this tradition of community pride, entrepreneurship, competition, education, and camaraderie flourish.

Please support the Southwest Washington Fair!

Tamara Hayes, Fair Manager

DAILY
CONTESTS

ANIMAL
SHOWS

YOUTH
CIRCUS

RODEO

BARNS

BUILDINGS
PAVILIONS

SUPPORT YOUR COMMUNITY AND GROW YOUR BUSINESS



Advertising Data

MONTHLY PAGE VIEWS	60,000
FACEBOOK	8,000
FAIR ATTENDANCE	75,000 Annually
GRANDSTAND CAPACITY	3,000 Guests
NATIONAL AVE. FENCE	8,000 Cars per Day

SOUTHWEST WASHINGTON FAIR
Est. 1909

AIMS AND PURPOSES

SHOWCASE
Southwest Washington's AGRICULTURE, INDUSTRIAL HERITAGE, and FUTURE

DISPLAY
the ACCOMPLISHMENTS of our YOUTH and MEMBERS OF OUR REGIONAL COMMUNITIES

ENCOURAGE
learning through
-PARTICIPATION
-COMPETITION
-OBSERVATION

INSPIRE
COMMUNITY PRIDE

2020



Southwest Washington Fair Sponsorship Benefits

COMMUNITY PARTNER
\$8,000+



BLUE RIBBON
\$5,000+



RED RIBBON
\$3,000+



WHITE RIBBON
\$1,000+

ADVERTISING

	COMMUNITY PARTNER	BLUE RIBBON	RED RIBBON	WHITE RIBBON
Print Ads – Logo	✓	✓	✓	✓
Daily Fair Schedule – Logo	✓	✓	✓	✓
Radio Announcement	✓	✓		
Banners (self-provided)	2 – 3'x8'	2 – 4'x6'	1 – 4'x6'	2 – 3'x6'

ONSITE BENEFITS

Exhibit space - 10 x 10 booth	2	1	1	
Photo backdrop sponsorship - logo	✓	✓		
Announcement during shows and events	✓	✓		
Fair sponsorship certificate	✓	✓	✓	✓

ONLINE MARKETING

Website logo button & link - homepage	✓	✓	✓	✓
Website sponsorship page listing w/ link	✓	✓	✓	✓
Website sponsorship page listing, add logo	✓	✓	✓	

SOCIAL MEDIA

Facebook posts	4	3	2	1
Instagram posts	4	3	2	1
Snapchat posts	2	1		

HOSPITALITY

Fair season passes	16	14	8	4
OR Fair 1-day admission tickets				
Season parking passes	8	7	4	2
Grandstand Event tickets – Pick 1 event	8	4		
Carnival badges (4 guests, all week access)	2	1		
Carnival all-day-ride wristbands			2	2

EXECUTIVE BENEFITS & NAMING RIGHTS

Name on fair tickets	✓			
Name a building/stage/barn/event*	✓			

Benefits can be customized to fit your needs, let's talk today!

**2020 Fair Theme:
"Red, White, & Moo!"**



SouthwestWashingtonFair.org

2020

Southwest Washington Fair Sponsorship Benefits



RED MOO!

\$500 +



BLUE MOO!

\$250 +



WHITE MOO!

\$150 +

ONSITE BENEFITS

Fair sponsorship certificate	✓	✓	✓
Fair announcements (all-inclusive per level)	✓	✓	✓
Banners (self-provided)	1 – 3'x6'		
Sponsorship level banner (all-inclusive per level)	✓	✓	✓

ONLINE MARKETING

Website sponsorship page listing, name	✓	✓	✓
Website sponsorship page listing, add link	✓	✓	

SOCIAL MEDIA

Facebook posts	2	1	
Instagram posts	2	1	
<i>*Social media posts are all-inclusive per level</i>			

HOSPITALITY

Fair season passes	2	2	
OR Fair 1-day admission tickets			6
Season parking passes	1	1	
Individual per-ride tickets		10-tickets	6-tickets
OR Carnival all-day-ride wristbands	2		

Benefits can be customized to fit your needs, let's talk today!

Why Sponsor the Fair

- Increase Brand Loyalty
- Create Awareness
- Drive Retail Traffic
- Showcase Community Responsibility
- Drive Sales
- Entertain Clients
- Differentiate Your Product from Competitors
- Community Support
- Be a Good Neighbor
- Have fun!!



Requested Sponsorship Level (name): _____

Sponsorship Dollar Amount: \$ _____

Method of Payment: Check _____ Invoice _____ Visa/MC/D _____

Company Name: _____

Contact Name: _____

Address: _____

_____ City _____ State _____ Zip _____

Phone: _____

Email: _____

Credit Card #: _____

Expiration Date: _____ CID #: _____ (3-digit code)

Please Circle One: VISA Master Card Discover

Mail Payment or PAY IN-PERSON AT FAIR OFFICE: Monday - Friday, 9 AM - 4 PM
Southwest Washington Fair
2555 North National Avenue
Chehalis, WA 98532

Sponsorship payments, banners, and logos for advertising due: July 24, 2020
Logo Requirements: Sponsor provides high resolution files in EPS, AI or PDF

Contact: Southwest Washington Fair Manager
Tamara Hayes 360-740-2656
tamara.hayes@lewiscountywa.gov