



**SOUTHWEST WASHINGTON FAIR  
AUGUST 17-22, 2021  
SPONSORSHIP OPPORTUNITIES**

# BECOME A PART OF THE "FRIENDLY FAIR" 112 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 112 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!

- DAILY CONTESTS
- ANIMAL SHOWS
- YOUTH CIRCUS
- RODEO
- BARNES

## 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       |
| GOLD ST/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





|   | \$8,000+<br>COMMUNITY<br>SPONSOR | \$5,000+<br>BLUE RIBBON | \$3,000+<br>RED RIBBON | \$1,000+<br>WHITE RIBBON |
|---|----------------------------------|-------------------------|------------------------|--------------------------|
| <b>ADVERTISING</b>                            |                                  |                         |                        |                          |
| Print Ads – Logo                              | ✓                                | ✓                       | ✓                      | ✓                        |
| Daily Fair Schedule – Logo                    | ✓                                | ✓                       | ✓                      | ✓                        |
| Radio Announcement                            | ✓                                | ✓                       |                        |                          |
| Banners (self-provided)                       | 2 – 3'x8'                        | 2 – 4'x6'               | 1 – 4'x6'              | 2 – 3'x6'                |
| <b>ONSITE BENEFITS</b>                        |                                  |                         |                        |                          |
| Exhibit space - 10 x 10 booth                 | 2                                | 1                       | 1                      |                          |
| Photo backdrop sponsorship - logo             | ✓                                | ✓                       |                        |                          |
| Announcement during shows and events          | ✓                                | ✓                       |                        |                          |
| Fair sponsorship certificate                  | ✓                                | ✓                       | ✓                      | ✓                        |
| <b>ONLINE MARKETING</b>                       |                                  |                         |                        |                          |
| Website logo button & link - homepage         | ✓                                | ✓                       | ✓                      | ✓                        |
| Website sponsorship page listing w/ link      | ✓                                | ✓                       | ✓                      | ✓                        |
| Website sponsorship page listing, add logo    | ✓                                | ✓                       | ✓                      |                          |
| <b>SOCIAL MEDIA</b>                           |                                  |                         |                        |                          |
| Facebook posts                                | 4                                | 3                       | 2                      | 1                        |
| Instagram posts                               | 4                                | 3                       | 2                      | 1                        |
| Snapchat posts                                | 2                                | 1                       |                        |                          |
| <b>HOSPITALITY</b>                            |                                  |                         |                        |                          |
| 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                        |
| <b>EXECUTIVE BENEFITS &amp; NAMING RIGHTS</b> |                                  |                         |                        |                          |
| Name on fair tickets                          | ✓                                |                         |                        |                          |
| Name a building/stage/barn/event*             | ✓                                |                         |                        |                          |

## 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!!



**Benefits can be customized to fit your needs, lets talk today!**

Requested Sponsorship Level,  
Mark your Ribbon!



Sponsorship Dollar Amount: \$ \_\_\_\_\_

Method of Payment: Check \_\_\_\_\_ Invoice \_\_\_\_\_ Visa/MC/D \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Method:**

**1. Pay by Check:**

Make checks payable to: *Southwest Washington Fair*  
Mail to: Southwest Washington Fair 1909 South Gold Street, Centralia, WA 98531  
Stop by: Monday - Friday, 9 AM - 5 PM

**2. Pay by Credit Card over the telephone: 360-740-1495**

Call the Fair office during business hours Monday - Friday, 9 AM - 5 PM

**Sponsorship payments, banners, and logos for advertising due: August 1, 2021**

**Logo Requirements: Sponsor provides high resolution files in EPS, AI or PDF**

**Please send logo to [SWWF@Lewiscountywa.gov](mailto:SWWF@Lewiscountywa.gov) \*Checks preferred for amounts over \$1,000**

Contact: Southwest Washington Fair Office  
360-740-1495  
[SWWF@lewiscountywa.gov](mailto:SWWF@lewiscountywa.gov)