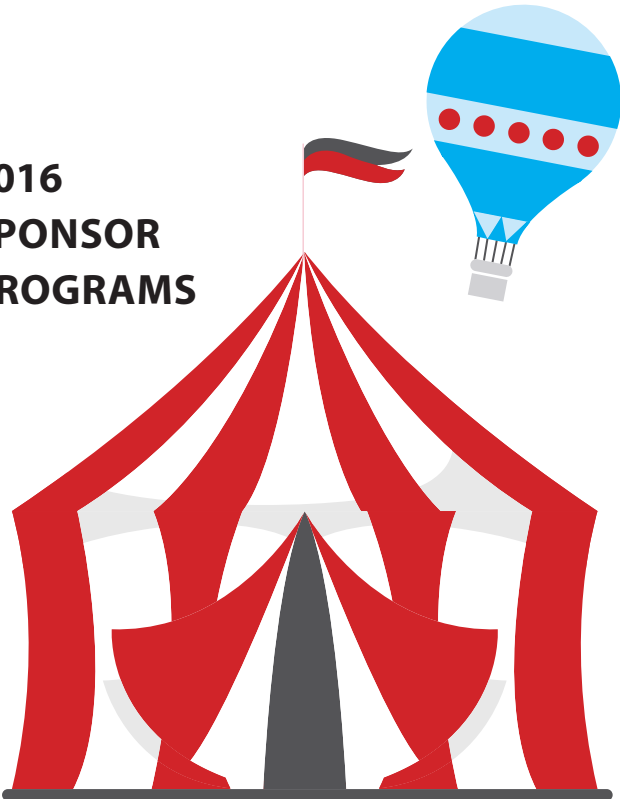


2016 SPONSOR PROGRAMS



ALL RIBBON SPONSORS RECEIVE

- Display banner with Logo at the event
- Logo displayed in all advertising on website, social media & print for the event you sponsor
- Sponsor's name to be included in the Fair Brochure (Distribution of over 20,000)
- Exhibitor Space at the event with promotion by the event emcee

SPONSORSHIP DUE BY JUNE 1, 2016

INTERESTED IN SPONSORING?

Contact Molly Mason at 517-403-5581
or email LenaweeFair@gmail.com

	WHITE RIBBON EVENT SPONSOR	RED RIBBON EVENT SPONSOR	BLUE RIBBON EVENT SPONSOR	FAIR TITLE SPONSOR
EVENT YOU CAN SPONSOR	Queen's Contest Talent Show	Lip Sync Battle Larry Rothman and the Pickin Roots	50 Amp Fuse Concert	Fair Week
Featured blog post about your company on our website for 10-12 months <i>225,000 unique page views expected in 2016</i>	X	X	X	X
Social media posts promoting the featured blog posts. <i>Facebook fans: almost 6,000</i>	X	X	X	X
Box Seat Tickets of the sponsored Event given to sponsor to distribute as sponsor chooses				6 Box Seats to the concert
Tickets to every grandstand event during fair week <i>*Excluding the Monday Night Concert</i>	6 tickets for each event	8 tickets for each event	10 tickets for each event	12 tickets for each event
Main gate admission tickets	42	56	70	84
Sponsor's name included in all traditional and internet radio advertising (Minimum Media Buy of \$10,000)				X
Additional Concert Tickets				6 Concert Tickets (Standing Track) 2 Meet & Greet Passes
Social Media Paid Advertising for event with Your Name & Logo on the ad and in the featured blog post, targeted to fans in southern Michigan, northern Ohio & Indiana	\$50	\$100	\$200	\$750
SUGGESTED DONATION	\$2,000	\$3,000	\$5,000	\$7,500

TROPHY SPONSORS \$100-500

- Helps purchase the grand champion and showmanship trophies for our 4-H winners
- Sponsor's name displayed on our website

GATE SPONSORS 3 | \$500

- Sponsor's banner displayed at 1 of 3 gate entry points/ticket booths for the week of the Fair. Est. 50,000 attendees.
- Sponsor's name displayed on the Lenawee County Fair and Event Grounds website.
- 2 tickets to all 5 motorsport Grandstand events
- 14 gate admission tickets

DAY SPONSOR 6 | \$1000

- Prime display area on the fairgrounds the day of sponsorship and banner at main entrance
- Sponsor's banner displayed on the Grandstand for the week of the fair
- Sponsor's name/ad to be included in the Fair brochure. Distribution of over 20,000
- Sponsor's name displayed on our website
- An announcement made on behalf of the sponsor at the Grandstand and Bandshell on the day of the sponsorship
- 4 tickets to all 5 motorsport Grandstand events
- 28 gate admission tickets
- Promotion on the our social media pages

SHUTTLE SPONSOR 1 | \$1500

- Sponsor's banner displayed on both shuttles
- Sponsor's name/ad to be included in the Fair brochure. Distribution of over 20,000
- Sponsor's name displayed on our website
- 2 standing track country concert tickets given to sponsor to distribute as they choose
- 4 tickets to all 5 motorsport Grandstand events
- 28 gate admission tickets
- Promotion on the our social media pages

ALL BANNERS TO BE PROVIDED BY SPONSORS. THE FAIR WILL DISPLAY AND REMOVE THE BANNERS.

MOTORSPORTS FEATURED SPONSOR \$3200

Sponsor of the final 3 races of an event

- 1 sponsorship for Sunday's Tractor Pull
- 1 sponsorship for Tuesday's Figure 8
- 1 sponsorship for Thursday's Figure 8
- 1 sponsorship for Friday's Truck Pull
- 1 sponsorship for Saturday's Tuff Truck & Car
- Every ticket holder at the event you sponsor will receive a promo sheet with your logo and a special offer or advertisement for your business
**Must submit information and sponsorship money before June 1st to participate*
- T-shirt promotion opportunity - 50 shirts with your logo and t-shirt sponsor logo to be shot into the crowd during the last three races
- Sponsor's banner displayed at the event
- Sponsor's name displayed on our website
- 4 box seat tickets to your featured event
- 28 gate admission tickets
- 4 tickets to all 5 motorsport Grandstand events

MOTORSPORTS HEAT SPONSORS \$500

Sponsor of one heat for one event

- 4 sponsorships for Sunday's Tractor Pull
- 8 sponsorships for Tuesday's Figure 8
- 8 sponsorships for Thursday's Figure 8
- 7 sponsorships for Friday's Truck Pull
- 7 Sponsorships for Saturday's Tuff Truck & Car
- Every ticket holder at the event you sponsor will receive a promo sheet with your logo and a special offer or advertisement for your business
**Must submit information and sponsorship money before June 1st to participate*
- Sponsor's banner displayed at the event
- Sponsor's name displayed on our website
- 2 tickets to all 5 motorsport Grandstand events
- 14 gate admission tickets

Motorsports Sponsor Promo Sheet

Company Name

Your Contact Information

Details of Promotion or Sale You are Offering

Expiration Date of Offer

Any other exclusions or limitations

I want to include my logo