



Skagit County Fair

2024 Sponsorship Opportunities

ABOUT US

The Skagit County Fair has been a summer highlight and tradition of our community for over 100 years, showcasing agriculture, 4-H and FFA youth programs, elevating community organizations, hosting positive competition and providing quality Fair food and entertainment.

While the Fair is a county entity, it does not receive county general funds and the Fair and Fairgrounds must operate as a self-sustaining unit year-round. The Fair consists of 3 full time employees, hundreds of volunteers, and support from the community to make the Fair happen each year.

This support, in the form of local businesses, organizations and individuals are an essential piece of the Fair. We respect and value the generosity of our community and strive to have our sponsorship program offer value in return.

The Skagit County Fairgrounds is a unique resource and the Fair is a showcase of Skagit pride! Thank you for sharing the belief that the Fair is worth sustaining and hope you are able to participate in our sponsorship program.

FAIR CONTACT INFORMATION:

Skagit County Fair

Frances Negranza, Assistant Fair Manager
1730 Continental Place
Mount Vernon, WA 98273
360.416.1356 ; francesn@co.skagit.wa.us



MARKETING STATS

Regional Advertising throughout Skagit and neighboring counties including Print, TV, Radio, Social Media

Estimated event attendance: **28,000+**

20,000 full color Fair Guide Programs distributed in the Skagit Valley Herald, local businesses and onsite during the Fair.

11,000 Facebook Followers with a reach of over **100,000** impressions during Fair week. Active Instagram

6,500+ Email Subscriber Reach

Fair posters and promotion displayed at local businesses in Skagit County during **July** and **August**

\$10,000 Grand Champion Sponsor

FAIR SIGNAGE 4x 4' Full-color sign with logo, displayed year-round at Fairgrounds

Banner displayed on Main Stage for entirety of the Fair

(2) additional (sponsor supplied) banner placements

FAIR MARKETING Radio Ad mentions as the "Grand Champion" Sponsor

Promotion on Fairgrounds social media

PA & Main Stage recognition during Fair

BRAND PLACEMENT Logo included on:

- Official Fair Program Cover
- Fair Map
- Fair Posters
- Official Fair Program Guide
- Official Fair Video
- Skagit 21 Television, Fair Programs
- Fair website with link to business site

COMMUNITY ENGAGEMENT Booth Space - Up to 50'x50' outdoor space during Fair
(240) Fair Admission - Single Day
(12) Fair Season Passes
(6) Parking Passes
(10) Fair T-shirts

FAIRGROUNDS YEAR-ROUND BENEFITS Sign above Main South Gate Parking Entrance, full color with logo
Logo on Fairgrounds website with link to business site

Spring and Fall Garage Sales

- Logo on all flyers and posters associated with both events
- Booth Space - up to 50'x50' outside space at both events



Exhibitors and their goals accomplished!

DID YOU KNOW?

The Fair relies solely on event revenues and sponsorships to fully support the annual Fair and its year-round operations

Since 2009, no county general funds (taxpayer dollars) have been allocated to support annual operations of the Fair and Fairgrounds

The annual Fair provides both YOUTH and ADULT exhibition opportunities, no club affiliation required

The Fair partners with several local community groups and organizations who leverage the Fair to broaden their reach and meet their organization goals

95% of all vendors at the Fair are family owned and operated

NEW in 2024, the Fair will run on SUNDAY, the first time in nearly three decades!



Youth Learning Opportunities at the Fair



Family Friendly Fun!



Healthy competition

\$5,000 Premier Sponsor

FAIR SIGNAGE 2'x 4' Full-color sign with logo, displayed year-round at Fairgrounds

(1) additional (sponsor supplied) banner placements

FAIR MARKETING Radio Ad mentions as "Premier" Sponsor

Promotion on Fairgrounds social media

PA & Main Stage recognition during Fair

BRAND PLACEMENT Logo included on:

- Fair Map
- Fair Posters
- Official Fair Program Guide
- Official Fair Video
- Skagit 21 Television, Fair Programs
- Fair website with link to business site

COMMUNITY ENGAGEMENT Booth Space - Up to 20'x20' outdoor space during Fair

(120) Fair Admission - Single Day

(6) Fair Season Passes

(3) Parking Passes

(5) Fair T-shirts

FAIRGROUNDS YEAR-ROUND Sign above Main South Gate Parking Entrance, full color with logo

BENEFITS Logo on Fairgrounds website with link to business site

Spring and Fall Garage Sales

- Logo on all flyers and posters associated with both events
- Booth Space - up to 10'x10' outside space at both events

SPONSOR PACKAGES

There are many ways to get involved with the Fair. We work with all budgets. Choose from a standard sponsorship package or we can customize a package specifically to meet your goals.

ITS FUN TO SPONSOR THE FAIR!



Heart of the Fair...Fun for the whole Family!

	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>	
	CASH <i>(In-Kind)</i>	\$2,500 <i>(\$3,750+)</i>	\$1,250 <i>(\$1,850+)</i>	\$625 <i>(\$950+)</i>	\$200 <i>(\$300+)</i>
FAIR SIGNAGE	2' x 2' Full-color sign with logo, displayed year-round at Fairgrounds	2' x 2' Full-color sign with logo, displayed year-round at Fairgrounds	2' x 2' Full-color sign with logo, during Fair		
BRAND PLACEMENT	Promotion on Fair social media PA & Main Stage recognition during Fair Logo included on: <ul style="list-style-type: none">Fair PostersOfficial Fair Program GuideOfficial Fair VideoSkagit 21 Television, Fair ProgramsFair website with link to business site	Logo included on: <ul style="list-style-type: none">Fair PostersOfficial Fair Program GuideOfficial Fair VideoSkagit 21 Television, Fair ProgramsFair website with link to business site	Logo included on: <ul style="list-style-type: none">Official Fair Program GuideOfficial Fair VideoSkagit 21 Television, Fair ProgramsFair website with link to business site	Name included on: <ul style="list-style-type: none">Official Fair Program GuideOfficial Fair VideoFair website	
COMMUNITY ENGAGEMENT	Booth Space - 10x10 outdoor space during Fair (60) Fair Admission - Single Day (3) Fair Season Pass (3) Fair Parking Pass (2) Fair T-Shirts	Booth Space - 10x10 outdoor space during Fair (30) Fair Admission - Single Day (2) Fair Season Pass (2) Fair Parking Pass (1) Fair T-Shirt	(15) Fair Admission - Single Day (1) Fair Season Pass (1) Fair Parking Pass	(3) Fair Admission - Single Day per \$120	



Cheer at the Fair

From engaging entertainment acts, adopting a building, project or being a Presenting Day Sponsor, there are many ways to become involved at the Fair!

Have a specific vision or goal? Let us know how we can work with you!

Presenting Free Entertainment

Ron Stubbs Hypnotist
Vuelta La Luna Circus
Magic Entertainer
Butterfly Encounter
Diaper Derby
Cheer at the Fair
Individual Band Sponsor
Latin Entertainment

Day Sponsor

Thursday (Family Day)
Friday (Safety & Preparedness)
Saturday
Sunday -NEW weekend day!

In-Kind

Prize Sponsor
Advertising Trade
Hospitality
Grounds Improvement

Signage/Awareness Sponsor

Fair T-Shirt
Handwashing Signs
Bathroom Door Stalls
Wristband Sponsor

Area/Zone

First Aid Tent
Community Stage
Latino Stage
FFA Petting Zoo
Cantina Beer Garden
Horse Barn
Horse Arena
Goat Barn
Sheep Barn
GOAT Playground *NEW *



Individual Band Sponsor – Hair Nation 2023



Diaper Derby Sponsor



Presenting Free Entertainment Sponsor

ADOPT A BUILDING

Receive year-round exposure with adopting one of our building facilities.

\$700 per building

The Fairgrounds is host to over 60 events year-round in addition to the annual Fair, a great opportunity to get in front of thousands of guests throughout the year.

RECOGNITION

Sponsorship runs 12 consecutive months from receipt of payment.

Includes benefits of Logo placement on:

- Official Fair Program Guide
- Fair Website
- Promotion on Social Media

(8) Fair Admission - Single Day

(1) Parking Pass



BLUE RIBBON FAMILY EXPERIENCE

Sponsor a Blue Ribbon Family Experience at the Fair.

\$400 - 4 SPOTS AVAILABLE

NEW THIS YEAR! The Fair will host one family of four, each day of the Fair to provide them a Blue Ribbon Experience at the Fair. All inclusive gate admission, parking, carnival wristbands, Fair food bucks and a Fair T-shirt. Families are nominated by the community and selected through KAPS/KBRC Radio.

RECOGNITION

Radio mentions as Blue Ribbon Family Sponsor

Social media post on day of Family Experience

Includes benefits of name placement on:

- Official Fair Program Guide
- Fair Website
- Promotion on Social Media

PRESENTING DAY SPONSOR

Have it be YOUR day, become a presenting Day sponsor of the Fair.

\$3,500

Engage with customers and receive brand placement, engagement and exposure with a day sponsorship at the Fair.

BENEFITS AND RECOGNITION

All benefits listed in Platinum Sponsor Package

Radio Ad mentions as Presenting Day Sponsor

Logo Placement on Master, Main Stage and Barn Schedules

+PLUS - Day of Sponsorship benefits:

Banner at main South Gate entrance (sponsor supplied)

(4) Day Sponsor banners throughout grounds (Fair supplied)

Break on Main Stage for giveaway and promotion (up to 10min)

10x10 booth located at north pedestrian gate entrance day of sponsorship

Handouts with information about organization at Fair pedestrian gates

Dedicated Social Media post of presenting day including Logo and link to organization webpage



Interactive Family Entertainment



CHARITABLE TICKET SPONSOR

The Fair has partnered with multiple local organizations to assist fulfilling their purpose. By becoming a charitable ticket sponsor, you will directly contribute to the success of that organization.

\$800+

STUFF THE BUS DIAPER DRIVE

CHARITABLE CAUSE

In partnership with the Fair, Skagit Transit and Diaper Bank of Skagit County

Charitable tickets will be allocated to the first 100 guests (or more!) who bring an unopened package of new diapers to the Cleveland Gate Entrance at the Fair.



RECOGNITION

Logo placement on Promotional Flyer

Banner placement at donation location outside Fair Gate (Sponsor supplies banner)

All benefits listed in Silver Sponsor minus passes, listed on page 5

Sponsors over \$800 available with additional sponsor benefits than listed above.

COMMUNITY ACTION OF SKAGIT COUNTY

(100) Fair Admission tickets distributed to families in need.

Option to pair with Fair Food Bucks* to provide a meal with each charitable ticket. (+\$500/\$1,000)



*Fair Food Bucks are in increments of \$5

Option to provide materials to be given with sponsored tickets (at approval of Community Action)

All benefits listed in Silver Sponsor minus passes, listed on page 5

Sponsors over \$800 available with additional sponsor benefits than listed above.

There is unlimited need in our community!

Have your own charitable organization or cause you would like to support? We can work with you!



GROUP TICKET SALES

Do you have a group of 25 or more wanting to join the Fair? Reward employees, clients, members or teams with an outing at the Skagit County Fair! Must purchase in advanced.

Must be confirmed by July 17

	TICKET PACKAGE	GROUP PRICE	SAVINGS	Fair Ticket Prices at the Gate	
\$225	25 Fair Admission Tickets	\$9 each	\$1-4 each!	FRIDAY, SATURDAY, SUNDAY Aug 9-11	
\$800	100 Fair Admission Tickets	\$8 each	\$2-5 each!		
\$1,600	200 Fair Admission Tickets	\$8 each	\$2-5 each!	ITEM	PRICE
				Adult	\$13.00
				Junior/Senior	\$11.00
				Children 5 and under	FREE
\$3,500	500 Fair Admission Tickets	\$7 each	\$3-6 each!	THURSDAY, AUG 8	
	+Plus all benefits of Gold Sponsor Package (minus Fair Tickets)			All Fair Admission	\$10.00
				Children 5 and under	FREE



FAIR FOOD BUCKS

In addition to Fair admission, add a meal to a fun day at the Fair!

\$5 Fair Food Bucks are in \$5 increments and are redeemable at any Skagit County Fair Food Vendor during the run of the Fair





SKAGIT COUNTY FAIR SPONSORSHIP

AUGUST 8-11, 2024



_____ \$10,000	Grand Champion Sponsor
_____ \$5,000	Premier Level
_____ \$2,500	Platinum Level
_____ \$1,250	Gold Level
_____ \$625	Silver Level
_____ \$200+	Bronze Level
_____ \$_____	Charitable Ticket Sponsor



Date: _____

Payment Enclosed: \$ _____

Company/Organization: _____

Contact Name & Title: _____

Mailing Address: _____

In Person Delivery Address:
(if different than above) _____

Phone: _____

Email: _____

Please Make Checks Payable to "Skagit County Fairgrounds"

Authorized Signature

Date

Print Name

FAIR CONTACT INFORMATION:

Frances Negranza, Assistant Fair Manager

Office & Mailing Address: 1730 Continental Place, Mount Vernon, WA 98273

360.416.1356 ; francesn@co.skagit.wa.us

In order to receive full sponsor recognition, a confirmation of intent to sponsor needs to be submitted/communicated to the Fair Administration Office by June 16, 2024. Tickets will be available starting in mid-July once payment has been received.



2024 SKAGIT COUNTY FAIR

Group Sales Order Form

Minimum order of 25 required for group pricing

Do you have a group of 25 or more wanting to join the Fair? Reward employees, clients, members or teams with an outing to a community event, the Skagit County Fair! Must purchase in advanced by July 17.

COMPANY/GROUP: _____
 CONTACT NAME: _____
 PHONE: _____
 EMAIL: _____
 ADDRESS: _____
 CITY, STATE, ZIP: _____

Fair Ticket Prices at the Gate

Friday, Saturday, Sunday Aug 9-11		
ITEM	PRICE	SAVINGS
Adult	\$13.00	\$4-5 each!
Junior/Senior	\$11.00	\$2-3 each!
Children 5 and under	FREE	FREE
Thursday, Aug 8		
All Fair Admission	\$10	\$1-2 each!
Children 5 and under	FREE	FREE

FAIR ADMISSION (Valid Any One Day)			
ITEM PURCHASED	PRICE PER UNIT	QUANTITY	TOTAL
Group Admission Tickets (25-99 Tickets)	\$9.00		\$
Group Admission Tickets (100+ Tickets)	\$8.00		\$
Group Admission Tickets (500+ Tickets)	\$7.00		\$
CARNIVAL WRISTBAND (Valid Any One Day during Carnival Hours) <i>\$5 Discount!</i>			
Unlimited Carnival Wristband	\$35.00		\$
FAIR FOOD BUCKS (Valid at all Skagit County Fair Food Vendors)			
Fair Food Buck Voucher	\$5.00		\$
Total Cost of Admission (Subtotal A)			\$
FAIR T-SHIRT Adult			
S	\$15.00		\$
M	\$15.00		\$
L	\$15.00		\$
XL	\$15.00		\$
2XL	\$18.00		\$
3XL	\$21.00		\$
Total Cost T-Shirts (Subtotal B)			\$
DEADLINE TO ORDER: JULY 17, 2024			
SUBTOTAL A			\$
SUBTOTAL B			\$
GRAND TOTAL			\$

All Sales are Final. No Refunds.

Email completed order form to francesn@co.skagit.wa.us
 Mail to: 1730 Continental Place, Mount Vernon, WA 98273
 Checks Payable to: Skagit County Fairgrounds

*****FAIRGROUNDS OFFICE USE ONLY*****

☐ Check # _____ ☐ Money Order # _____ Amount Paid: \$ _____