



Skagit County Fairgrounds

2022 Sponsorship Brochure

**AUGUST
10-13
2022**

As we embark upon another unprecedented year, we are moving forward with a lot of positive momentum from the 2021 Fair spurring us on. We hope you will join us to ***Stirrup Some Fun (at the Mane Event of Summer)***, August 10th-13th. The Fair is symbolic of our Skagit County pride, and has been a summer highlight in the valley for over 100 years!

If tradition alone could insure the future, then we would have nothing to worry about. The past holds many treasures, it holds the spirit of what we celebrate as residents of this incredible place. It is our philosophy, that we need to turn to the people of Skagit County to ask for local ideas, talent and support. We believe that boosting the participation of Skagit County residents and businesses will result in a fun and successful Fair in 2022 and beyond.



Stirrup some fun!

We realize that we are asking for a great deal when we ask for the financial/in-kind support of our business community, especially during this unprecedented time when many local businesses have been hit hard. We respect and value this generosity and want our sponsorship program to offer something of value in return. The Skagit County Fairgrounds is a unique resource, and the Fair is our showcase of Skagit pride. We hope that you share our belief that this is a tradition worth sustaining, and we hope that you are able to participate in our sponsorship program at any one of the donation levels shown on the following pages.

Marketing for the Skagit County Fair

- Regional Advertising throughout Skagit and neighboring counties (Print, TV, Radio, Social Media)
- Annual advertising budget of \$20,000.
- Over 20,000 full color Programs are distributed in the Skagit Valley Herald as well as on site during the Fair.
- Estimated Attendance: 25,000+
- Facebook Page with 9,675 followers as of June 2022. Weekly total reach of over 100,000 people during Fair week. Active Instagram Page
- Fair posters that are distributed and displayed prominently at local businesses during July and August.



*The Heart of the Fair... Families enjoying their time together.
Photo by Chris Matthews*

\$10,000 Cash Mane Sponsor (Currently filled)

- Fairgrounds supplies – 4x 4’ Full-color sign on Fairgrounds **year-round** with logo, website, and 3 bullet items
- Fairgrounds Supplies 2022 Mane Sponsor Banner above 4x4’ sign.
- Sign above Main Parking Gate entrance
- Up to 100’x100’ Outside Commercial Booth during Fair.
- Banner displayed on Main Stage for entirety of the Fair
- Handouts/ads with information about organization at Fair gates
- Choice of 2 Specific areas of Fair to have logo on as a sponsor
- Name on cover of Fair program
- Logo Impressively** Displayed on:
 - Fair Posters
 - Access 21 Skagit County Television Fair Programs
 - Official Fair Video
 - Official Fair Program Guide
 - Fair website with link to Sponsor site
 - Fair Map
- Promotion on Fairgrounds Facebook and Instagram
- Name included in radio ads as the “Mane Sponsor”
- Recognition via PA , Main Stage & Sideshow Stage announcements during Fair
 - * 240 Fair Admission Passes
 - * Passes to cover all employees working Fair booth
 - * Year round logo with link on Main Fairgrounds Page
 - * Logo on all flyers/posters associated with BOTH Spring and Fall Garage Sales
 - * 50x50 outside space at Spring and Fall Garage Sales
 - * 10 souvenir t-shirts



\$5,000 Cash Premier Sponsor

- Fairgrounds supplies 2'x 4' Full-color sign **year-round** with logo, website, & 3 bullet items
- Sign above Main Parking Gate entrance
- Up to 50' x 50' outside Booth During Fair
- Logo Prominently** Displayed on:

- Fair Posters
- Access 21 Skagit County Television Fair Programs
- Official Fair Video
- Official Fair Program Guide
- Fair website with link to Sponsor site
- Fair Map

- Promotion on Fairgrounds Facebook & Instagram
- Name included in radio ads as a "Premier Sponsor"
- Recognition via PA and Stage announcements during Fair
- 120 single day Fair Admission Passes, 4-day admission+ parking passes (6)
- Year round logo with link on Main Fairgrounds Page
- Logo on all flyers/posters associated with BOTH Spring and Fall Garage Sales
- 10x10 outside space during both Garage sales (10x10 inside if spots are available)
- 5 t-shirts



Latin Entertainment Stage

\$2,500 Cash (\$3,750+ In-Kind) Platinum Sponsor

- Fairgrounds supplies 2'x 2' Full-color sign **year-round** with logo & website
- 10'x20' Outside Booth at Fair
- Large Logo** displayed on:

- Fair Posters
- Access 21 Skagit County Television Fair Programs
- Official Fair Video
- Official Fair Program Guide
- Fair website with link to Sponsor site

- Promotion on Fairgrounds Facebook & Instagram
- Recognition via PA and Stage announcements during Fair
- 60 single day Fair Admission Passes, 4-day admission+ parking passes (3)
- 2 t-shirts



Exhibitors and their goals accomplished!



\$1,100 Cash (\$1,650-\$3,749 In-Kind) Gold Sponsor

-Fair Supplies 2'x2' banner/sign displayed **year round**

-10'x10' Outdoor booth at the Fair

-**Medium Logo** displayed on:

- Fair Posters
 - Access 21 Skagit County Television Fair Programs
 - Official Fair Video
 - Official Fair Program Guide
 - Fair website with link to Sponsor site
- Promotion on Fairgrounds Facebook & Instagram
- 30 single day Fair Admission Passes,
4-day admission+ parking passes (2)
- 1 t-shirt



Misty and the Sandman Hypnosis

\$550 Cash (\$825-\$1,649 In-Kind) Silver Sponsor

-Fair Supplies 2'x2' banner/sign displayed

during Fair only

-**Small Logo** displayed on:

- Access 21 Skagit County Television Fair Programs
 - Official Fair Video
 - Official Fair Program Guide
 - Fair website with link to Sponsor site
- Promotion on Fairgrounds Facebook & Instagram
- 15 single day Fair Admission Passes, 4-day admission+ parking passes (1)

\$200-\$549 Cash (\$350- \$824 In-Kind) Bronze Sponsor

-**Listing** displayed on:

- Official Fair Program Guide
 - Fair website
- Promotion on Fairgrounds Facebook & Instagram
-Fair Admission Passes (depends on level)



Cheer at the Fair!



\$550 Building Sponsor

Each year the Fairgrounds hosts over dozens of local and regional events in addition to the County Fair. Sponsor signage on our buildings is a great opportunity to offer exposure to thousands of people year-round.

- Sponsorship is good for 12 consecutive months starting with the date of receipt of payment. Sign will be placed on the building of your choice (subject to availability).

****IN ADDITION****

-**Listing** displayed on:

- Official Fair Program Guide
 - Fair website
- Promotion on Fairgrounds Facebook
- Official Building Sponsor certificate

Event Specific Sponsorships

Can be tailored to be identified and promoted for the exact item/activity sponsored.

Sponsorships Currently Still Open

- Horse /Goat/Sheep Tents
- Individual Band Sponsor
- Arena Entertainment Sponsor
- Volunteer T-Shirt Sponsor
- Ribbon Sponsor NOT Available in 22'
- Wristband Sponsor
- Sea-Tech Tent Sponsor NOT Available in 22'
- Horse Arena Sponsor
- Magic/Hypnotist/Juggler Sponsor
- Latin Entertainment Sponsor
- Dino Crew Sponsor
- Diaper Derby Sponsor
- Diaper Drive Sponsor
- Kiwanis Cantina (Beer Garden) Sponsor
- Vuelta La Luna Circus Sponsor
- Business Ticket Sponsor (unlimited)
- Cause Sponsor (unlimited)
- Cheer at the Fair Sponsor
- Day Sponsor
- Campground Sponsor
- Cornhole Tournament sponsor
- Prize Sponsor (in-kind)
- Advertising Trade Sponsor (in-kind)
- Hospitality Sponsor (In-kind)
- Grounds improvement Sponsor (in-kind)
- Fair Service Sponsor (in-kind)



Be the Ribbon Sponsor!



Sponsor a Band!



Sponsor a Juggler, a Magician, or a Hypnotist!

Ticket Sponsors

Purchase tickets to use at your business: For distribution to employees, thank valuable customers, run business promotions, etc.

\$600-

100 Fair Admission Tickets

Sponsor Listing on:

- Fair Website
- Fair Program

\$900-

150 Fair Admission Tickets

Sponsor Listing on:

- Fair Website
- Fair Program

-Promotion on Fairgrounds social media

\$1,200-

200 Fair Admission Tickets

-All benefits described in Silver Sponsorship Package on page 4 (minus admission passes)

\$3,000-

500 Fair Admission Tickets

-All benefits described in Gold Sponsorship Package on page 4 (minus admission passes)

\$3,500-Day Sponsor!!!

- 500 Fair Admission Tickets
- All benefits described in **Gold** Sponsorship Package on page 4 (minus admission passes)
- Banner/Sign placement welcoming Day Sponsor attendees/ recognizing business (good place for a company photo-op)
- Logo placement in Fair Guide /other areas attached to schedules of the day sponsored.
- Special inclusion of 1 contest/stage break involving/mentioning your business on day of sponsorship

Fair Ticket Prices at Gate (Fri & Sat)
Adult: \$12.00
Junior/Senior: \$10.00
Children 5 & under are free

Fair Ticket Prices at Gate (Weds & Thurs)
Everyone is \$9



Day Sponsor -Hexcel

Day Sponsor note:

*This level is intended for a business who is prepared to make an effort to get at least 250 of these tickets/ people to the Fair on the same day (the day your sponsorship will be attached to) and have a good "presence". This could be a fun day/night you could include your employees, their families and your valued customers if you wish.

*Friday and Saturdays are popular, but keep in mind, the crowds are less on Weds and Thurs evening, so a great time to bring your company for a post-work celebration these nights too!

In order to receive full sponsor recognition, a confirmation of intent to sponsor needs to be submitted/communicated to the Fair Administration Office by July 1, 2022. Tickets will be available for pickup upon receiving payment. One payment in full will be required at the time tickets are picked up at the Fair Administration Office.

Cause Sponsor

Charitable Options-Give to a Great Cause!

\$600+– Diaper Drive Sponsor

- In partnership with the Fair, Skagit Transit and Skagit County Diaper Bank (United Way Program)
- First 100 people who bring new diapers (Quantity TBD) will receive free Fair ticket
- Logo placement on Promotional Flyer (attracting donors)
- Sponsor Supplied Banner/signage placement at donation location outside Fair Gate
- All benefits listed in Silver Sponsor Package minus passes, listed on page 4
- Packages over \$600 available with additional sponsor benefits than listed above. There's an unlimited need for items in our community!



Let's Stuff the Bus!

\$600+- Skagit County Community Action- Families in Need

- 100 Tickets distributed to families in need
- All benefits listed in Silver Sponsor Package minus passes, listed on page 4
- Packages over \$600 available with additional sponsor benefits than listed above.
- Promotion on Fairgrounds Facebook & Instagram



**Have your own charity/cause you
would like to give a ticket package to?
We can work with you!**



FAIR SPONSORSHIPS

2022 Sponsorship Opportunities
Skagit County Fairgrounds
SKAGIT COUNTY FAIR
AUGUST 10—13, 2022



_____ would like to accept your offer for sponsorship
(How you want your name/business name listed for advertising)

FAIR SPONSORSHIP LEVELS

- _____ \$10,000 Mane Sponsor
- _____ \$5,000 Premier Level
- _____ \$2,500 Platinum Level
- _____ \$1,100 Gold Level
- _____ \$550 Silver Level
- _____ \$550 Fairgrounds Building Sponsor
- _____ \$100—\$549 Bronze Level \$ _____
- _____ Ticket Sponsor/Cause Sponsor \$ _____



Date: _____

Payment enclosed: \$ _____ Please invoice us for our sponsorship of: \$ _____
(Please make checks payable to "Skagit County Fairgrounds")

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____ 3-Digit Security Code on back of card: _____

Name: _____

Address: _____

Phone: _____ Email: _____

Authorized Signature Title

Please Print Name

Contact Information:

Aric Gaither, Fairgrounds Manager

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

Phone: 360-416-1350 Email: aricg@co.skagit.wa.us