



## **Bureau County Agricultural Board**

P O Box 238      811 W. Peru St.      Princeton, IL 61356  
815-875-2905      Fax: 815-879-7005  
www.bureaucountyfair.com      email – bcfair@frontier.com

To:

The Bureau County Fair is a not-for-profit organization. We are one of the oldest operating fairs in Illinois. We provide a learning and fun atmosphere for exhibitors and participants of all ages. The area we live in is 80% agriculture. We strive to keep this fair operating and fun. The Bureau County Fair operates from donations from our sponsors. On average, our fair has 25,000 to 30,000 attendees. We host three major events: a country music concert, a tractor pull, and a demolition derby. Each of these events are attended by over 3,000 people. We also provide many other shows and attractions during the fair such as Royal Tiger Act, the chainsaw carvers, the Western Horse show, horse speed racing, and a Little Rodeo. There are also hours of free entertainment with our hospitality tent, exhibits and livestock.

I have enclosed some fair sponsor packages that we would like you to consider. Sponsoring an event or attraction helps us ensure the longevity of our fair. Please feel free to contact us to discuss these sponsorship opportunities. This is a great way to support a local tradition and gain advertising or marketing presence for a low cost. We try to make your sponsorship valuable by placing sponsors names in approximately 750 fair books, 7,000 brochures, 15,000 placemats, 19 radio stations, internet and signage at the fair. Also remember, our attendance numbers are around 25,000 to 30,000 guests each year. Another benefit is that there is not an invoice sent until June.

We also have a couple of other programs available to our area businesses if event or attraction sponsorship isn't your interest. We are currently adding a Street Sponsorship Program. We are building roads in our parking areas to accommodate our increasing demand of fair goers. This enables you to permanently name a street on our property with your business name. Prices for this start at \$1500.00. The Corporate Sponsor is another option. As a Corporate Sponsor, you are able to purchase fair tickets at a discounted rate. This is a wonderful way to reward your employees with low cost entertainment for a very small tax-deductible investment. Example: typical fair admission is \$5; when purchasing 100 or more fair tickets the cost would be \$4 each. If you purchase in quantity, you receive a discount on armbands for rides and tickets to events. You can't cater a meal for that cost! The more tickets you purchase the more of a discount.

I appreciate you taking the time to review our proposal. Please feel free to contact me at 815-590-8873 with any questions.

Sincerely,

Bureau County Fair Board



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### **Sponsorship Package Guide**

#### **Base Platinum Sponsor Package:** Starts at \$1500

- Platinum Sponsor status on all advertising. (May include vendor space, full page ad in the premium book.)
- Banners hung at event.
- 1000 event bands printed with company logo or item to promote.
- 4 VIP seats to the event you're sponsoring.
- Up to 10 Country Show tickets or 10 Demolition Derby tickets or 10 Tractor Pull tickets. .

#### **Base Gold Sponsor Package:** Starts at \$1000

- Gold Sponsor status on all advertising. (May include 3/4 page ad in the premium book.)
- Signage at event.
- 500 event bands printed with company logo or item to promote.
- Up to 8 Country Show Tickets or 8 Demolition Derby tickets or 8 Tractor Pull tickets.

#### **Base Silver Sponsor Package:** Starts at \$600

- Silver Sponsor status on all advertising. (May include ½ page ad in the premium book)
- Signage at the event.
- Up to 6 Country Show Tickets or 6 Demolition Derby tickets or 6 Tractor Pull tickets.

#### **Base Bronze Sponsor Package:** Starts at \$400

- Bronze Sponsor status on all advertising. (May include business card ad in the premium book.)
- Signage at the event.
- Up to 2 Country Show Tickets or 2 Demolition Derby tickets or 2 Tractor Pull tickets

#### **Friend of the Fair Package:** \$200.00

- May include 2 Demolition Derby tickets or 2 Tractor Pull tickets.
- Special mentioning at the Fair and on website and other related materials.

#### **Fair Booster:** \$100.00