

Jackson County Youth Fair
2018 Fair Week - October 10th thru 13th
Brackenridge Recreational Complex Main Event Center
www.jcyf.org

SPONSORSHIP OPPORTUNITIES

Thank you for your interest in sponsoring the 69th Annual Jackson County Youth Fair. The Jackson County Youth Fair Association is a non-profit organization (501(c) 3 created in 1949 and **dedicated to the youth of Jackson County** who are seeking knowledge in the areas of agriculture, livestock, and related industries.

The fair allows the youth to exhibit, show, and sell their projects. The community support of our annual event is phenomenal and **we ask for your continued support this year**. Below you will find various levels of sponsorship, with new benefits included in this year's package. Our goal is to make sure we take advantage of every promotional avenue to highlight your business and tell your story of community support and involvement. You will note we've added several new digital offerings to the support, extending your reach to our growing audience online.

Hurry! Sponsorship deadline is August 1, 2018. In order to take full advantage of the sponsorship benefits, please secure your sponsorship in advance.





JACKSON COUNTY YOUTH FAIR SPONSORSHIP PACKET

| Recognition | Grand Champion | Struttin' Steer | Buttin' Goat | Boss Hog | Coffey Anderson | Noah's Way Petting Zoo | Entertainment Sponsor |
|---|---|---|---|--|---|--|--|
| Season Passes | 10 | 8 | 6 | 4 | 8 | 8 | 4 |
| Carnival Wristbands | 8 | 4 | 2 | 0 | 4 | 4 | 0 |
| Media Presence in all marketing materials | Large Logo included, along with name mentions in press releases. | Medium-sized Logo included, along with name mentions in press releases. | Small Logo included, along with name mentions in press releases. | Name mentions in press releases. | Medium-sized Logo included, along with name mentions in press releases. | Small-sized Logo included, along with name mentions in press releases. | NA |
| Specific Event Sponsorship | Opportunity to sponsor specific area only available at this level | N/A | N/A | N/A | Name in LED Curtain and signage around stage | N/A | Several key areas to sponsors, including Crossroads Clown and Artistry in Wood |
| Event Banner | Event entrance banner and banner supplied by sponsor on the fence | Event entrance banner and banner supplied by sponsor on the fence | Event entrance banner and banner supplied by sponsor on the fence | N/A | Event entrance banner and banner supplied by sponsor on the fence | Event entrance banner and banner supplied by sponsor on the fence | NA |
| T-shirt | Large Logo | Medium Logo | Small Logo | Small Logo | Medium Logo | Small Logo | Small Logo |
| Social Media | Mentions on all festival social media pages, included some promoted posts on Facebook | Mentions on all festival social media pages | Mentions on all festival social media pages | N/A | Mentions on all festival social media pages | Mentions on all festival social media pages | NA |
| Website | Large Logo and Link on Homepage | Medium Logo and Link on Homepage | Small Logo and Link on Homepage | Small Logo and Link on Homepage | Medium Logo and Link on Homepage | Small Logo and Link on Homepage | NA |
| Event Program | Full page ad | Half page ad | Quarter page ad | Eighth page ad | Half page ad | Half page ad | Business Card Size |
| Opening Day Parade | Opportunity to Participate in Opening Day Parade | Opportunity to Participate in Opening Day Parade | Opportunity to Participate in Opening Day Parade | Opportunity to Participate in Opening Day Parade | Opportunity to Participate in Opening Day Parade | Opportunity to Participate in Opening Day Parade | Opportunity to Participate in the Opening Day Parade |
| Booth Space | Booth space or area for company static display | Booth space or area for company static display | N/A | N/A | Booth space or area for company static display | Booth space or area for company static display | NA |
| Appreciation Announcements from Stage | Live announcements from the stage (4x) | Live announcements from the stage (1x) | N/A | N/A | Live announcements from the stage (1x) | Live announcements from the stage (1x) | NA |
| Additional Benefits | Coupon or sponsorship material furnished to JCYP will be distributed at event | | | | | | |



Grand Champion Sponsorship: \$5,000

Available: 5

- 10 Season Passes, \$250 value and 8 Carnival Wristbands, \$200 value.
- Media presence with Corporate Recognition in all marketing materials, including traditional local media, digital advertising, press releases, event banners, event sponsor board and more. Large logo will be used in all print materials. (\$20K media spend planned)
- Specific Event Sponsorship
- Event Banner Recognition includes event entrance and banner supplied by sponsor on the fence.
- Corporate Logo (large) on t-shirt, \$500 value
- Social Media Package includes mentions on social pages, including promoted posts on Facebook.
- Corporate Logo (large) and link placement on the homepage of the event website.
- Full page ad in event program to be distributed at event, \$500 value
- Opportunity to participate in Opening Day Parade
- Booth Space or area provided for company static display, \$250 value
- Coupon or sponsorship material furnished to JCYF to distribute
- Live sponsor appreciation announcements from event (4x).

Struttin' Steer Sponsorship: \$3,500

Available: 8

- 8 Season Passes, \$200 value and 4 Carnival Wristbands, \$100 value.
- Media presence with Corporate Recognition in all marketing materials, including traditional local media, digital advertising, press releases, event banners, event sponsor board and more. Medium-sized logo will be used in all print materials. (\$20K media spend planned)
- Event Banner Recognition includes event entrance and banner supplied by sponsor on the fence.
- Corporate Logo (medium) on t-shirt, \$300 value
- Social Media Package includes mentions on social pages.
- Corporate Logo (medium) and link placement on the homepage of the event website.
- Half page ad in event program to be distributed at event, \$350 value
- Opportunity to participate in Opening Day Parade
- Booth Space or area provided for company static display, \$250 value
- Live sponsor appreciation announcements from the event (1x).



Buttin' Goat Sponsorship: \$2,000

Available: 10

- 6 Season Passes, \$150 value and 2 Carnival Wristbands, \$50 value.
- Media presence with Corporate Recognition in all marketing materials, including traditional local media, digital advertising, press releases, event banners, event sponsor board and more. Small logo will be used in all print materials. (\$20K media spend planned)
- Event Banner Recognition includes event entrance and banner supplied by sponsor on the fence.
- Corporate Logo (small) on t-shirt, \$200 value
- Social Media Package includes mentions on social pages.
- Corporate Logo (small) and link placement on the homepage of the event website.
- Quarter page ad in event program to be distributed at event, \$250 value
- Opportunity to participate in Opening Day Parade

Boss Hog Sponsorship: \$1,500

Available: 15

- 4 Season Passes, \$100 value
- Media presence with Corporate Recognition in some marketing materials, including press releases, social media and more. (\$20K media spend planned)
- Corporate Logo (small) on t-shirt, \$200 value
- Corporate Logo (small) and link placement on the homepage of the event website.
- Business card size ad in event program to be distributed at event, \$150 value
- Opportunity to participate in Opening Day Parade

Baa-Baa Baad Sheep Sponsorship: \$500

Available: 15

- 4 Season Passes, \$100 value
- Corporate Logo (small) on t-shirt, \$200 value
- Business cards size ad in event program to be distributed at event, \$50 value
- Opportunity to participate in Opening Day Parade



Gobblin' Turkey Sponsorship: \$250

Available: 15

- 4 Season Passes, \$100 value
- Business cards size ad in event program to be distributed at event, \$50 value
- Opportunity to participate in Opening Day Parade

Cluck'n Chicken Sponsorship: \$150

Available: 15

- 2 Season Passes, \$50 value
- Business cards size ad in event program to be distributed at event, \$50 value
- Opportunity to participate in Opening Day Parade

SPECIAL AREA SPONSORSHIPS

Coffey Anderson Entertainment Sponsor: \$3,500

Available: 2 @ \$3500

- **NEW FOR 2018!**
- 8 Season Passes, \$200 value and 4 Carnival Wristbands, \$100 value.
- Media presence with Corporate Recognition in all marketing materials, including traditional local media, digital advertising, press releases, event banners, event sponsor board and more. Medium-sized logo will be used in all print materials. (\$20K media spend planned)
- Event Banner Recognition includes event entrance and banner supplied by sponsor on the fence.
- Corporate Logo (medium) on t-shirt, \$300 value
- Social Media Package includes mentions on social pages.
- Corporate Logo (medium) and link placement on the homepage of the event website.
- Half page ad in event program to be distributed at event, \$350 value
- Opportunity to participate in Opening Day Parade
- Booth Space or area provided for company static display, \$250 value
- Live sponsor appreciation announcements from the event (1x).
- Logo signage by entertainment area. LED curtain will feature business name.



JACKSON COUNTY YOUTH FAIR SPONSORSHIP PACKET

Noah's Way Petting Zoo: \$1,500

Available: 2 @ \$1500 or 1 exclusive sponsor for \$3,000

- **NEW FOR 2018!**

- 8 Season Passes, \$200 value and 4 Carnival Wristbands, \$100 value.
- Media presence with Corporate Recognition in some marketing materials, including traditional local media, digital advertising, press releases, event banners, event sponsor board and more. Small-sized logo will be used in all print materials. (\$20K media spend planned)
- Event Banner Recognition includes event entrance and banner supplied by sponsor on the fence.
- Corporate Logo (small) on t-shirt, \$300 value
- Social Media Package includes mentions on social pages.
- Corporate Logo (small) and link placement on the homepage of the event website.
- Half page ad in event program to be distributed at event, \$350 value
- Opportunity to participate in Opening Day Parade
- Booth Space or area provided for company static display, \$250 value
- Live sponsor appreciation announcements from the event (1x).
- Logo signage by special event area featuring petting zoo.

Entertainment Sponsor Options: \$500 each

Available: 4 per option below

- **NEW FOR 2018!**

- 4 Season Passes, \$100 value
- Corporate Logo (small) on t-shirt, \$200 value
- Business cards size ad in event program to be distributed at event, \$50 value
- Opportunity to participate in Opening Day Parade

- ☐ Crossroads Clown Sponsor
- ☐ The Barnyard Animal Cutout Photo Sponsor
- ☐ Artistry in Wood
- ☐ Jaydee Hyponist
- ☐ Comedy Juggling
- ☐ Kenya Safari Acrobats



JACKSON COUNTY YOUTH FAIR SPONSORSHIP PACKET

A La Carte Options

Fence Line Banner: \$250

6' x 3' ideal banner size. Company must provide banner. First come, first serve.

Event Program Advertising: \$150 - \$500

Deadline: July 1, 2018

Full color, glossy program cover with 60+ black and white pages featuring schedule of events, photos from previous event and YOUR ad. Ads must be submitted as high res pdf. Email final artwork to: designers@advocatedigital.com

Ads that require design will incur an additional fee of \$150 per ad design. **Deadline to submit ad copy for ad design: July 1, 2018**

| Ad Size | Dimensions | Rate |
|--------------|---------------|-------|
| Full Page | 8.5" x 11" | \$500 |
| Half Page | 5.5" x 4.25" | \$350 |
| Quarter Page | 2.75" x 4.25" | \$250 |
| 1/8 Page | 2.75" x 4.12" | \$150 |

MORE ON THE EVENT

The Fair features FREE entertainment, including Coffey Anderson, Kenya Safari Acrobats, Jaydee Hypnotist, Artistry in Wood - Chainsaw Sculptor, Comedian & Juggling, Noah's Way Exotic Petting Zoo, and the Crossroads Clowns. Heart of America Carnival will be bringing more "teenage rides" than previous years and still offer daily wristbands. It also features family departments and art exhibits, as well as commercial and sponsor booths in the Commons Area.





JACKSON COUNTY YOUTH FAIR SPONSORSHIP PACKET

Sponsorship Commitment Form

Sponsorship Representative - Please complete the following form in entirety and return with your payment to the contact stated below. **Deadline: August 1, 2018**

Sponsorship Level:

- ☐ Grand Champion Presenting Sponsorship: \$5K
- ☐ Struttin' Steer Sponsorship: \$3.5K
- ☐ Buttin' Goat Sponsorship: \$2K
- ☐ Boss Hog Sponsorship: \$1.5K
- ☐ Baa-Baa Baad Sheep Sponsorship: \$500
- ☐ Gobblin' Turkey Sponsorship: \$250
- ☐ Cluck'n Chicken Sponsorship: \$150

Special Area Sponsorship Level:

- ☐ Coffey Anderson: \$3500
- ☐ Noah's Way Petting Zoo: \$1500
- ☐ Crossroads Clown Sponsorship: \$500
- ☐ Barnyard Animal Cutout Sponsorship: \$500
- ☐ Artistry in Wood: \$500
- ☐ Jaydee Hyponist: \$500
- ☐ Comedy Juggling: \$500
- ☐ Kenya Safari Acrobats: \$500

A 'La Carte Options:

- ☐ Fence Line Banner - \$250
- ☐ Event Program Full Page ad - \$500
- ☐ Event Program Half Page ad - \$350
- ☐ Event Program Quarter Page ad - \$250
- ☐ Event Program 1/8 page ad - \$150

Business Name (as will be listed in promotion): _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Website: _____

Client Signature: _____ **Date:** _____





JACKSON COUNTY YOUTH FAIR SPONSORSHIP PACKET

Sponsorship Commitment Form

Payment due within 30 days of date on contract.

MAKE CHECK PAYABLE TO/RETURN SPONSOR FORM TO:

JCYF

Attn: Deidra Whitley

P.O. Box 457

Edna, TX 77957

EMAIL LOGO ART TO: **designers@affectdigital.com**

Logo art should be in vector format such as .ai or .eps so event staff can scale your logo across all media.

For further information, please contact:

Emily Weatherly

Affect Digital Media

361-333-8032

emily@affectdigital.com

