



2009 Tulare County Fair SPONSORSHIP OPPORTUNITIES

What:

The Tulare County Fair is the largest locally attended Event in Tulare County. This annual 5 day event has an attendance of 100,000 per year, almost a full quarter of the Counties population. With concerts, carnival rides, food, games, animals, and exciting shows and events the Tulare County Fair offers something for everyone and something for you.

Why:

Allow your company to team up with the Fair for a tremendous impact on the local community, and your business. The Tulare County Fair, is fully self supporting receiving no local, state or federal tax dollars, and is self reliant through its daily operations, and through generous sponsors such as yourself.

Sponsor the Fair, at no cost?

The Tulare County Fair is also quite aware that in this economy cash is precious commodity, and yet there are many businesses and individuals in the community who would like to be involved with the Fair. Because of the nature of the needs of producing the Fair, we are confident that we can put together a package for you that requires little or no out of pocket cash payments, instead utilizing your business' services or goods instead. Trade sponsorships can include anything from toilet paper to tractors and trucks and of course anything in between. We look forward to working with you to put together a package that is mutually beneficial to your company and the Fair.

We are pleased to provide your business with an opportunity to be a part of the Fair and enjoy the activities and the citizens of Tulare County!

A sample of available opportunities

- Signage and/or Naming rights**
- Special Promotions**
- Booth space to promote your business**
- Banner(s) hung at Fair, (entry fence, arena fence, stages, etc.)**
- Logo on Fair T-Shirts (Need by June 1st)**
- Logo included in Fair Print Advertising**
- Business mention on Radio Spots**
- Logo on Poster, Handouts and "Gate Brochure"**
- Logo included on Web Site**
- Admission Passes to Fair, and special events including, Demo Derby,**
- VIP Parking passes**
- Premium/Entry guide Book Ad (need by June 1st)**
- Sponsor your business' activity or contest or project**
(Type of activity to be approved by Fair Director)
- Logo inclusion on TV Commercials**
- Logo printed on Event Tickets & Parking passes**



Sponsorship Packages

Sponsors also receive extra benefits not included in the cost calculations. For more information contact the Tulare County Fair office at 559 686-4707

Banner Package #1	Cost	\$500.00
____ 2 3x10 Custom made digitally printed Banner, yours to keep after event	Value	\$250
____ 10 Admission Tickets to 2009 Fair	Value	\$80
____ Banner's Hung on grounds during 2009 Fair	Value	\$350
____ Logo included on website	Value	\$100
	Total Value	\$780

Package #1	Cost	\$1,000.00
____ 10x10 Booth Space	Value	\$550
____ 25 Admission Passes to the Fair	Value	\$200
____ Banner's Hung on grounds during Fair	Value	\$250
____ Logo included on Website	Value	\$100
____ Business Card size ad in Premium book	Value	\$250
	Total Value	\$1350

Package #2	Cost	\$2500.00
____ 10x10 Booth Space	Value	\$550
____ 25 Admission Passes to the Fair	Value	\$200
____ Banner's Hung on grounds during Fair	Value	\$250
____ Logo included on Website	Value	\$100
____ Business mention on some radio ads	Value	\$500
____ Logo inclusion on Printed material	Value	\$1000
____ Quarter page ad in Premium book	Value	\$500
	Total Value	\$2,850.00

Package #3	Cost	\$5,000.00
____ 20x10 Booth Space	Value	\$1100
____ 75 Admission Passes to the Fair	Value	\$600
____ 10 Parking Passes	Value	\$50
____ Banner's Hung on grounds during Fair	Value	\$250
____ Logo included on Website	Value	\$100
____ Logo included on T.V. Ads	Value	\$1000
____ Logo included on Annual Poster	Value	\$1000
____ Business mention on radio ads	Value	\$750
____ Logo inclusion on Printed material	Value	\$1000
____ Half page ad in Premium book	Value	\$750
	Total Value	\$6,600.00

All sponsors receive first right to purchase additional premium items including VIP box seating for Grandstand Shows.



Highlights of other available opportunities. For pricing and additional information please contact Geoff Hinds at 559-686-4707 or ghinds@tularefair.org

Destruction Derby Title Sponsor

One of the most popular events within the Tulare County Fair, having sold out for the past 13 years. This is a great opportunity to associate your name with a highly popular event. Sponsorship benefits include naming rights and your name utilized in all marketing and promotion of the event, name and logo on event tickets, opportunity to set up to a 20x20 booth at the entrance to the event, signage within the event(5,000 attendees fixated on your signage for 3-4hrs) and private box seats for the event.

Attraction Sponsor

This years Fair attractions include Animal Races, a circus, Stage shows, strolling acts, and music throughout the grounds. Add your name to one of these elements, and be included in all associated marketing including print, radio and T.V., as well as signage on the grounds and at the location of the attraction. Other benefits include tickets to the fair, and much more

Day Sponsor

Associate your name with one of the 5 days of the Tulare county Fair. Your name will appear on all marketing, and at each gate where each attendee will see your name and logo on both entry and exit. Receive tickets for your employees and guests, on site announcements and signage and much more. Add your name to one of our current special days, or let us work with you to create one that reaches your Target market. Current special days include, Kids Day, Seniors and Special Friends Day, and our Celebration of Spanish Independence Day.

Gate Sponsor (new)

Imagine every guest walking into the grounds through a gate with your Name, logo and decorated either to your specifications, or by your company. Be included in our print, radio and television media campaigns as well as through our aggressive public relations campaign. With only 3 entrances to the grounds, this is a great opportunity for exposure to thousands of local Tulare, Kings, Fresno and Kern County Residents. Sponsorship also includes signage on the grounds, booth space on the grounds or at your gate, admission tickets and more.

Or allow us to custom design a package around your needs and budget.



2009 Tulare County Fair
Sponsorship commitment

_____ Yes!! We would like to be part of Tulare Counties oldest and largest locally attended community event!

Contact Name _____

Contact Title _____

Company Name _____

Mailing Address _____

City/State _____

Contact Phone _____ ext. _____

Contact E-mail _____

_____ I authorize and commit our company to sponsor the following area, at an annual cost of

_____ Area _____

Authorized Signature _____

Print Name and Title _____

You may Fax or mail this commitment to : Fax 559-686-7238 or
Tulare County Fair, 215 Martin Luther King Ave, Tulare CA 93274

For more information contact
Geoff Hinds, 559-686-4707 or ghinds@tularefair.org