



# Cass County Fair Sponsorship Opportunities

June 27 - June 30, 2019



## Past Sponsors Include

- Cass County • Enbridge • Pine River State Bank • Hanneken Insurance • Townships
- Babinski Foundation • Cass Company Insurance • First National Bank of Walker
- Schrupp Excavating • Swenson Aggregate • Mike's Tree Service • J&R Storage
- Christensen Forest Products • Waste Partners • Oasis Oil • And Many More

Please cut, select sponsorship choice and include check and mail to: Cass County Agricultural Association, PO Box - Pine River, MN 56474

## 2019 Cass County Fair Sponsorship Opportunities

### Purple Ribbon Sponsor \$5,000

Exclusive Grandstand Event Sponsorship (for one event), 10 Free Event Passes, Radio Advertising, Exhibitor/Vendor Booth Space, (2) Banner Hangings Displayed on Grounds and During Grandstand Events\*\*, 1/4 Page Ad in Promotional Paper\*, (4) Social Media Posts, and Listing as Fair Sponsor on Website With Web Link

### Pink Ribbon Sponsor \$1,000

One Event Sponsorship, Exhibitor/Vendor Booth Space, Banner Hanging Displayed on Grounds and During Grandstand Events\*\*, 1/8 Page Ad in Promotional Paper\*, (2) Social Media Posts, Listing as Fair Sponsor on Website

### Blue Ribbon Sponsor \$500

Exhibitor/Vendor Booth Space, Banner Hanging Displayed on Grounds\*\*, (2) Business Card Size Ads in Promotional Paper\*, Social Media Post, Listing as Fair Sponsor on Website

### Friend of Fair Sponsor\*\* \$250

Banner Hanging Displayed on Grounds\*\*, Business Card Size Ad in Promotional Paper\*, Social Media Post, Listing as Fair Sponsor on Website

## ALA-CARTE SPONSOR OPPORTUNITIES \*\*\*\*\*

### Grandstand Event Chute Banner Sponsor\*\* \$275

Banner Prominently Displayed on Grounds During Fair and on Chute Gate at Friday Night Rodeo/Bull Ride Event, Announcements During Event of Sponsorship\*\*

### Event Banner Sponsor (for Baja Event OR Bull Ride Event \*\* \$150

Banner Prominently Displayed on Grounds During Fair and on Chute Gate at Event, Announcements During Event of Sponsorship\*\*

### Pig Race Event Sponsor \$150

Sponsorship of pig race event with chance to win prizes (meat baskets for sponsor winners)

### Food Vendor Space - Outdoor 8x10' \$150 (electric may be available but no guarantees)\*\*\*

(Due to similar concessions, approval must be given from Fair Board). Generator use recommended. For additional questions contact Ravinia Glover-Lucas at 218-546-3637

### Exhibitor/Vendor Booth Space (Indoor/Outdoor 8x10') \$75 with electric inside available\*\*\*

Commercial Booth (8'x10') \$75 Select One: **Inside** or **Outside** Electricity Needed (\$10 elect.) : **Yes** or **No**

### Fair Newspaper Advertisement - Starting at \$75 business card size ad\*

Business Card-size full color Ad in Fair Newspaper (over 20,000 Distributed) - printed in conjunction with\*

### Any Monetary Donation

We're a non-profit organization and no members accept any form of payment for their time and thus 100% of donations will go toward this event and is greatly appreciated!

\*Fair Paper Advertisement in Great Northern News (with approximately 15,000 copies printed and distributed) - print ready ads and logos must be provided

\*\*Banners must be provided by each sponsor and will be returned after the fair and if you need to purchase a 2x6' banner we've partnered with Dave Dallman Signs at a reduced rate print a banner for you to keep (If you'd like to use Dave or get a quote please contact him at 218-839-4600).

\*\*\* All Food and Booth Vendors must complete a ST19 Form (found on fair or IRS website) and submit a deposit equal to Booth or Food Vendor Cost in a separate check with registration and ST19 Tax Form (to be kept in our records only), deposit will be returned on fair closing day.

Contact Name: \_\_\_\_\_ Organization: \_\_\_\_\_ Products/Services: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_





Baja Fall Race  
FREE  
Banner Hanging

Register for 2019 fair sponsorship by 9/21/2018 and receive a free banner hanging at the 2018 Fall Baja event!\*

# 2019 Cass County Fair Sponsorship Opportunities

This is a great opportunity for your organization to be at the forefront of the community sponsoring the 2019 Cass County Fair and local youth. Varied sponsorship opportunities and price levels allow everyone to participate and support this event. Fair Hours/Vendor Booth Hours (for a complete listing visit the website at: [www.TheCassCountyFairMN.org](http://www.TheCassCountyFairMN.org)).

Thursday, June 27: 2:00 P.M. - 9:00 P.M.

Saturday, June 29: 11:00 A.M. - 10:00 P.M.

Friday, June 28: 2:00 P.M. - 10:00 P.M.

Sunday, June 30: 11:00 A.M. - 6:00 P.M.

## Ala-carte Items:

- Rodeo/Bull Ride Grand Stand Event Chute Banner Hanging \*.....\$275
- Rodeo/Bull Ride Grand Stand Event - Banner Hanging \*... ..\$150
- Baja Race Grand Stand Event - Banner Hanging\* .....\$150
- Pig Races Sponsorship & Chance to Win Prizes .....\$150
- Advertisement in Paper - Business Card Size .....\$75
- Advertisement in Paper - (5"x3") ..... \$150
- Food Vendor Space/Booth Outsid .....\$75
- Vendor Space/Booth (8'x10')..... \$75
- Youth Award or General Donation ..... Any Amount

\* Sponsor must provide banner

## Sponsorship Opportunities

We greatly appreciate your support of the fair and 4-H program in Cass County. All fair directors are 100% volunteers and receive no reimbursement for time or travel. This means that donations and sponsorship dollars are used 100% for programming and fair operations.

If you do not see a package that meets your needs please let us know and we can build a customized package for you.

### Purple Ribbon \$5,000 Sponsorship Level

- Exclusive Sponsor of a Grand Stand Event With Brand Announcements During the Event (one-night) Includes (10) 1-Night Event Passes

- Pig Race Event Sponsor With Announcements During Event, With Opportunity to Win Prizes at the Pig Races as Sponsor

- Radio Advertisements : Sponsor Mentioned in Fair Radio Ads as Event Sponsor

- Exhibitor Vendor Booth Space (8x10' Area) With Electrical Hook-up During Fair (4 Days)

- Sponsor Banner Hangings: Chute Banner at Bull Ride and 2nd Banner Hanging Around Fair Grounds\*

- Advertising: 1/4 Page Large Color Ad in Fair Paper, Our Neck of The Woods - apprx. 20,000 Distributed\*\*

- (4) Social Media Posts/Mentions as Fair Sponsor With Brand Inclusion Through Facebook

- Listing on Fair Website as Sponsor With Link to Sponsor Website at [www.TheCassCountyFairMN.org](http://www.TheCassCountyFairMN.org)

### Pink Ribbon \$1,000 Sponsorship Level

- Pig Race Event Sponsor With Announcements During Event, With Opportunity to Win Prizes at the Pig Races as Sponsor

- Radio Advertisements : Sponsor Mentioned in Fair Radio Ads as Event Sponsor *one day at event*

- Exhibitor Vendor Booth Space (8x10' Area) With Electrical Hook-up During Fair (4 Days)

- Banner Hanging Displayed on Grounds and During Grantstand Event

- Advertising: 1\8 page large color Ad in Fair Paper, Our Neck of The Woods - apprx. 20,000 Distributed\*\*

- (2) Social Media Posts/Mentions as Fair Sponsor With Brand Inclusion Through Facebook

- Listing on Fair Website as Sponsor With Link to Sponsor Website at [www.TheCassCountyFairMN.org](http://www.TheCassCountyFairMN.org)

### Blue Ribbon \$500 Sponsorship Level

- Exhibitor Vendor Booth Space (8x10' Area) With Electrical Hook-up During Fair (4 Days)

- Sponsor Banner Hanging at Fair Grounds During All Four Days of the Fair\*

- (Advertising: 2 Business Card-size Ad in Fair Paper, Our Neck of The Woods - apprx. 20,000 Distributed\*\*

- Social Media Posts/Mentions as Fair Sponsor With Brand Inclusion Through Facebook

- Listing on Fair Website as Sponsor With Link to Sponsor Website at [www.TheCassCountyFairMN.org](http://www.TheCassCountyFairMN.org)

### Friend of Fair \$250 Sponsorship Level

- Sponsor Banner Hanging at Fair Grounds During All Four Days of the Fair\*

- Advertising: Business Card-size Ad in Fair Paper, Our Neck of The Woods - apprx. 20,000 Distributed\*\*

- Social Media Posts Mention as Fair Sponsor With Brand Inclusion Through Facebook

- Listing as 2018 Fair Sponsor on Fair Website at [www.TheCassCountyFairMN.org](http://www.TheCassCountyFairMN.org)

## Food Concessions \$150

- Outside space available for set-up of truck or tent
- Electricity 120 amp service available (can't guarantee)
- Vendor Must have insurance
- Vendor Must sign ST 19 Form

\* Contact Ravinia Glover for details at 218-546-3637

## Benefits of Sponsorship

- Promote organization to thousands of prospective clients
- Drive revenue and expand sales pipeline with new clients
- Increase pre and post-show bounce through web exposure
- Join others in leading and driving community growth

