



# Platinum Sponsorship

## \$1 500

### What you get



## 8X Weekend Pass

#### VISIBILITY

##### Online Video Promotions:

- ▶ Logo mention in all our Advertising videos (4 to 5 planned videos) that will be promoted through paid social media marketing strategies (logo visible alone for 0.3 to 1 seconds)
- [VIEW EXAMPLE VIDEO HERE](#) (2015 version without sponsors)

##### Website:

- ▶ A custom designed 10 sec animated slide in the Animated Header
- ▶ Logo and full coordinates in the Platinum Sponsor Slider Section

##### Social Media:

- ▶ Your logo in the Sponsors Album on our Facebook Page
- ▶ Dedicated post with your logo to announce your Sponsorship on our Facebook, Instagram and Linked In pages

##### Digital Tickets

- ▶ Each visitor, after purchasing a pass online, will receive by email a digital ticket (also printable) containing a unique scan code and more information about their purchase.
- ▶ Your logo will be present at the bottom of these PDF tickets

##### On Site Projection Screen

- ▶ Another new promotional feature this year will be 2 giant projection screens on site which will display information about the event and the sponsors in a loop throughout the 4 days of the event. Your logo and coordinates will be included in this presentation loop.

##### Printed Media

- ▶ Printing is becoming less and less cost effective and like many we are now turning more towards internet to have a broader reach and reduce cost and waste. We also see it as an effort to save our suffering planet :-)
- ▶ We will be printing a 11x17 poster and a tri-fold flyer that will be distributed locally and have an ad in the local newspapers. Your logo will be in the poster in a more prominent size compared to the sponsorship of other levels
- ▶ A 3 sided 4 feet x 8 feet triangle at key points on the site will display the names of all the sponsors for each sponsorship level
- ▶ Your logo will also be displayed on a vinyl banner at the gate entrance

##### Loudspeaker Announcements

- ▶ The name of your business will be mentioned (multiple times) in down times and between events during the tractor pulls and demolition derby.

This is our website home page layout to help you better visualize where the sponsor areas are, this layout shows the positioning of each level elements on the home page

You can have a preview of the temporary website here

**2019.foirehuntingdonfair.com**





# Gold Sponsorship

## \$1 000

### What you get



## 6X Weekend Pass

#### VISIBILITY

##### Online Video Promotions:

- ▶ Logo mention in all our Advertising videos (2 to 4 planned videos) that will be promoted through paid social media marketing strategies (logo visible in group of 10 for 0.3 to 1 seconds)

[VIEW EXAMPLE VIDEO HERE](#) (2015 version without sponsors)

##### Website:

- ▶ Logo displayed in a group of 3 for 5 seconds in animated slide positioned in the Animated Header
- ▶ Logo and web link in the Gold Sponsor Section

##### Social Media:

- ▶ Your logo in the Sponsors Album on our Facebook Page
- ▶ Dedicated post with your logo to announce your Sponsorship on our Facebook, Instagram and Linked In pages

##### Digital Tickets

- ▶ Each visitor, after purchasing a pass online, will receive by email a digital ticket (also printable) containing a unique scan code and more information about their purchase.
- ▶ Your logo will be present at the bottom of these PDF tickets at 50% scale of the platinum sponsors

##### On Site Projection Screen

- ▶ Another new promotional feature this year will be 2 giant projection screens on site which will display information about the event and the sponsors in a loop throughout the 4 days of the event.
- ▶ Your logo and coordinates will be included in this presentation loop.

##### Printed Media

- ▶ Printing is becoming less and less cost effective and like many we are now turning more towards internet to have a broader reach and reduce cost and waste. We also see it as an effort to save our suffering planet ;-)
- ▶ We will be printing a 11x17 poster and a tri-fold flyer that will be distributed locally and have an ad in the local newspapers.
- ▶ Your logo will be in the poster at a 50% scale compared to the platinum sponsorship level.
- ▶ A 3-sided 4 feet x 8 feet triangle at key points on the site will display the names of all the sponsors for each sponsorship level
- ▶ Your logo will also be displayed on a vinyl banner at the gate entrance

##### Loudspeaker Announcements

- ▶ The name of your business will be mentioned (multiple times) in down times and between events during the tractor pulls and demolition derby.

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**ANIMATED HEADER**  
 PLATINUM GETS A 10 SECOND SLIDER  
 GOLD GETS LOGO DISPLAYED IN GROUPS OF 3 FOR 5 SECONDS  
 SILVER GETS LOGO DISPLAYED IN GROUPS OF 10 FOR 5 SECONDS

Welcome to the **2019 HUNTINGDON FAIR!!!**

Happening in exactly... **210** **14** **49** **03**

**PLATINUM SPONSOR SLIDER**

← [ ] →  
 NAME  
 ADDRESS  
 PHONE  
 EMAIL  
 WEB

**THIS AREA IS RESERVED FOR VARIOUS CONTENT RELATED TO THE EVENT DURING THE PREVIOUS MONTHS OF THE FAIR**

**GOLD SPONSOR AREA LOGOS**

**SILVER SPONSOR AREA LOGOS**

**BRONZE SPONSOR AREA NAMES AND LINKS**



# Silver Sponsorship

## \$500

### What you get



## 4x Weekend Pass

#### VISIBILITY

##### Website:

- ▶ Logo and weblink in the Silver Sponsor Section

##### Social Media:

- ▶ Your logo in the Sponsors Album on our Facebook Page
- ▶ Dedicated post with your logo to announce your Sponsorship on our Facebook, Instagram and Linked In pages

##### Digital Tickets

- ▶ Each visitor, after purchasing a pass online, will receive by email a digital ticket (also printable) containing a unique scan code and more information about their purchase.
- ▶ Your business name will be present at the bottom of these PDF tickets.

##### On Site Projection Screen

- ▶ Another new promotional feature this year will be 2 giant projection screens on site which will display information about the event and the sponsors in a loop throughout the 4 days of the event.
- ▶ Your logo and coordinates will be included in this presentation loop.

##### Printed Media

- ▶ Printing is becoming less and less cost effective and like many we are now turning more towards internet to have a broader reach and reduce cost and waste. We also see it as an effort to save our suffering planet :-)
- ▶ We will be printing a 11x17 poster and a tri-fold flyer that will be distributed locally and have an ad in the local newspapers.
- ▶ Your logo will be in the poster at a 25% scale compared to the platinum sponsorship level.
- ▶ A 3-sided 4 feet x 8 feet triangle at key points on the site will display the names of all the sponsors for each sponsorship level

##### Loudspeaker Announcements

- ▶ The name of your business will be mentioned (multiple times) in down times and between events during the tractor pulls and demolition derby.

This is our website home page layout to help you better visualize where the sponsor areas are, this layout shows the positioning of each level elements on the home page

You can have a preview of the temporary website here

**2019.foirehuntingdonfair.com**



The screenshot shows the website layout with the following sections:

- ANIMATED HEADER:** A 10-second slider for Platinum sponsors, and logo displays for Gold and Silver sponsors in groups of 3 and 10 respectively, each for 5 seconds.
- Welcome to the 2019 HUNTINGDON FAIR!!!**
- Happening in exactly:** 210 days, 14 hours, 49 minutes, 03 seconds.
- PLATINUM SPONSOR SLIDER:** A section for Platinum sponsors with a central logo placeholder and fields for NAME, ADDRESS, PHONE, EMAIL, and WEB, flanked by left and right navigation arrows.
- THIS AREA IS RESERVED FOR VARIOUS CONTENT RELATED TO THE EVENT:** A central area reserved for event-related content, with arrows indicating it is located between the top and bottom of the web page.
- GOLD SPONSOR AREA LOGOS:** A row of six white square placeholders for Gold sponsor logos.
- SILVER SPONSOR AREA LOGOS:** A grid of 24 white square placeholders for Silver sponsor logos, arranged in 4 rows and 6 columns.
- BRONZE SPONSOR AREA NAMES AND LINKS:** A grid of 24 horizontal line placeholders for Bronze sponsor names and links, arranged in 4 rows and 6 columns.





# Bronze Sponsorship

## \$250

### What you get



## 2X Weekend Pass

#### VISIBILITY

##### Website:

- ▶ Name and web link in the Bronze Sponsor Section

##### Social Media:

- ▶ Dedicated post with your business name to announce your Sponsorship on our Facebook, Instagram and Linked In pages

##### On Site Projection Screen

- ▶ Another new promotional feature this year will be 2 giant projection screens on site which will display information about the event and the sponsors in a loop throughout the 4 days of the event.
- ▶ Your logo and coordinates will be included in this presentation loop.

##### Printed Media

- ▶ Printing is becoming less and less cost effective and like many we are now turning more towards internet to have a broader reach and reduce cost and waste. We also see it as an effort to save our suffering planet ;-)
- ▶ We will be printing a 11x17 poster and a tri-fold flyer that will be distributed locally and have an ad in the local newspapers.
- ▶ Your business name will be in the poster in small characters.
- ▶ A 3-sided 4 feet x 8 feet triangle at key points on the site will display the names of all the sponsors for each sponsorship level

##### Loudspeaker Announcements

- ▶ The name of your business will be mentioned (multiple times) in down times and between events during the tractor pulls and demolition derby.

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The diagram illustrates the layout of the 2019 Huntingdon Fair website home page. At the top is a navigation bar with links for Home, Tickets and passes, Schedule, Informations, and My account. Below this is an **ANIMATED HEADER** section with a 10-second slider. The header content specifies: PLATINUM GETS A 10 SECOND SLIDER, GOLD GETS LOGO DISPLAYED IN GROUPS OF 3 FOR 5 SECONDS, and SILVER GETS LOGO DISPLAYED IN GROUPS OF 10 FOR 5 SECONDS. A green banner below the header says "Welcome to the 2019 HUNTINGDON FAIR!!!". A counter shows "Happening in exactly: 210 Days, 14 Hours, 49 Minutes, 03 Seconds".

The main content area is divided into several sections:

- PLATINUM SPONSOR SLIDER:** A dark grey box with a white square placeholder for a logo, flanked by left and right arrows. To the right of the square are labels for NAME, ADDRESS, PHONE, EMAIL, and WEB.
- THIS AREA IS RESERVED FOR VARIOUS CONTENT RELATED TO THE EVENT:** A central grey box with text indicating this area is reserved for event-related content. It is positioned between "Admission packages" (top of web page) and "Bottom of web page".
- GOLD SPONSOR AREA LOGOS:** A dark grey box containing a horizontal row of six white square placeholders for logos.
- SILVER SPONSOR AREA LOGOS:** A dark grey box containing a grid of 20 white square placeholders for logos, arranged in two rows of ten.
- BRONZE SPONSOR AREA NAMES AND LINKS:** A dark grey box containing a grid of 20 white horizontal lines representing text and links, arranged in two rows of ten.

# Friends of the Fair Sponsorship

**\$100**

## What you get

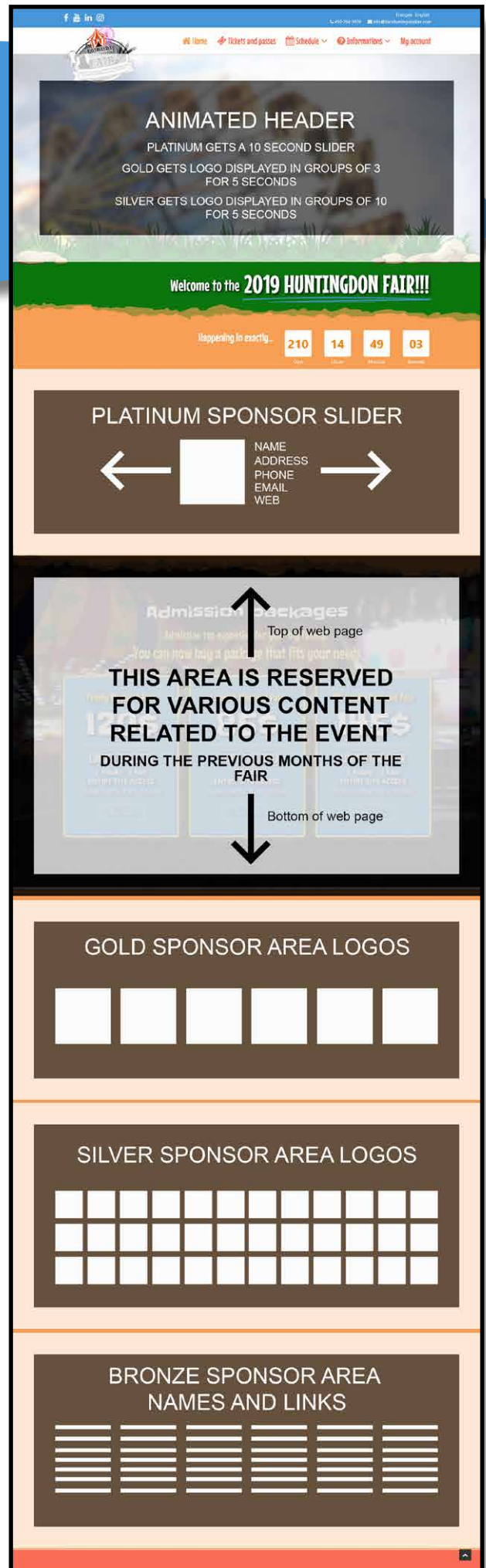
### VISIBILITY

#### Website:

- ▶ Name and coordinates in the page Friends of the fair on our website.

#### Social Media:

- ▶ Dedicated post with your business name to announce your Sponsorship on our Facebook, Instagram and Linked In pages



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# Event Specific Sponsorships

**\$200**

**per event**

When sponsoring an event for 200\$, your company will get the following visibility.  
**(ONLY APPLICABLE AFTER A MINIMUM OF 250\$ SPONSORSHIP)** It's important to make the deadline to benefit from the full extent of the promotion packages)

## **VISIBILITY**

### **Website:**

- ▶ Logo and coordinates mentioned on the website in the associated event's page.

### **Loudspeaker Announcements**

- ▶ The name of your business will be mentioned by the announcer "Sponsored in part by..." during the event

## **AVAILABLE EVENTS TO SPONSOR**

- ▶ Antique Tractor Pulls: (boat and/or trophies)
- ▶ Farm Stock Tractors (by class)
- ▶ Lawn tractor pull
- ▶ ASTTQ Pull (Friday and/or Saturday Night)
- ▶ Demolition Derby (by class)
- ▶ Horse Show (prizes and/or ribbons)
- ▶ 4-H Inter-club Show (prize money)
- ▶ Children's Pedal Pull
- ▶ Parade
- ▶ Firemen's Water Ball & Tug-of-War

If you have any further questions about these options, please contact us at the following address [sponsors@foirehuntingdonfair.com](mailto:sponsors@foirehuntingdonfair.com) or by phone at 450-807-5898