

The Great Frederick Fair

SPONSORSHIP OPPORTUNITIES

The Great Frederick Fair exists to promote Agriculture and educate our County's youth about the industry of Agriculture.

Over 230,000 attendees annually • Nearly 4,000 exhibitors • 18,000 competitive exhibits



This is **YOUR** Fair. It is a community event where local businesses, schools, community organizations and families come together for nine days to celebrate Agriculture in our day-to-day lives, the Agribusinesses that support our industry **AND to have Fun!**

YOUTH PROGRAMMING:

Cake Sale, Livestock Sale, Youth livestock shows and building exhibits (can choose specific departments): Ribbons, Awards, Exhibitor programs, pens

AG EDUCATION:

Milky Way, Milking Parlor, City Streets Country Roads, Birthing Center, Equine Programs, specific departments

My Day at the Fair (1st Grade), Fair in a Box (K-2nd), Chaperone Guides

BUILDING/BARNS SPONSORSHIPS:

Livestock pavilions, barns and buildings – Fair seasonally OR year-round

KID ZONE/FREE ENTERTAINMENT/STROLLING ACTS:

Comedy Hypnosis Shows, Agriculture Magic Shows, Kids Song & Dance Shows, Extreme Illusions & Escapes, Stilt Walker, Dragon

FUNKY'S JOE'S BANDWAGON STAGE:

The Dennis Lee Band & Jimmy Mowery in 2024

OTHER:

Handwashing Stations, Guest Relations Centers, Restrooms, Parking Lots, Light Towers, Internet WIFI, Apparel for Staff & Volunteers & Exhibitors, A Day at the Fair, Grandstand Marquee, photography

Grandstand Entertainment: Sponsorships or co-sponsorships available for the concerts and motorsports, Video Walls, Grandstand Seating Sections,

**For more information on becoming a sponsor visit
TheGreatFrederickFair.com/Sponsors**



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SPONSORSHIP LEVELS

BENEFITS	SILVER BOWL \$20,000+ (excludes Media Partners)	SUPREME CHAMPION \$10,000-19,999	GRAND CHAMPION \$5,000-9,999	RESERVE CHAMPION \$2,500-4,999	SENIOR CHAMPION \$1,000-2,499	INTERMEDIATE CHAMPION \$500-999	JUNIOR CHAMPION \$250-499	1 ST PLACE SPONSOR \$100-249
Exclusive Category Status (excludes media partners or trade agreements)	X							
Event or Exhibit Sponsor (depends on event/exhibit), see opportunities list. You can co-sponsor several exhibits for more exposure.	Exclusive	Event Sponsor	Event Co-Sponsor or Exhibit Sponsor	Event Co-Sponsor or Exhibit Sponsor	Exhibit Sponsor	Exhibit Co-Sponsor	Exhibit Co-Sponsor	Exhibit Co-Sponsor
Season Passes (valid all 9 days)	20	15	10	8	4	2	1	1
General Admission (valid 1 days)	100	50	50	20	20	15	5	n/a
Comm. Vendor Space (10x10)	2	1	1	n/a	n/a	n/a	n/a	n/a
"You Are Here" Maps (multiple locations)	YES	YES	YES	YES	YES	YES	n/a	n/a
Press Releases (regional media outlets)	Exclusive & Shared	Shared (as Event Sponsor)	Shared (as Co-Sponsor)	Shared (as Co-Sponsor)	Shared (with exhibit)	Shared (with exhibit)	Sponsor List/Level	Sponsor List/Level
Signage Displayed (sponsor provided, sizes/locations vary)	YES	YES	YES	YES	YES	n/a	n/a	n/a
Sched. of Event Listing	YES	YES	YES	YES	YES	YES	YES	YES
Social Media Marketing	Exclusive	Shared	Shared	Shared	Shared	Sponsor List/Level	Sponsor List/Level	Sponsor List/Level
P.A. Announcements (daily and/or scheduled)	5 daily + event/exhibit	3 daily + event/exhibit	1 daily + event/exhibit	event/exhibit	w/ exhibit	w/ exhibit	Sponsor List/Level	Sponsor List/Level
Event Mktg. Collateral (Logo/Name; if applicable)	YES	YES	YES	n/a	n/a	n/a	n/a	n/a
Website (Logo/Link included)	YES	YES	YES	n/a	n/a	n/a	n/a	n/a

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