

# 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/BARN SONSORSHIPS:**

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](http://TheGreatFrederickFair.com/Sponsors)**



# SPONSORSHIP OPPORTUNITIES

## 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 <sup>ST</sup> PLACE SPONSOR \$100-249
Exclusive Category Status <i>(excludes media partners or trade agreements)</i>	X							
Event or Exhibit Sponsor <i>(depends on event/exhibit), see opportunities list. You can co-sponsor several exhibits for more exposure.</i>	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 <i>(valid all 9 days)</i>	20	15	10	8	4	2	1	1
General Admission <i>(valid 1 days)</i>	100	50	50	20	20	15	5	n/a
Comm. Vendor Space <i>(10'x10')</i>	2	1	1	n/a	n/a	n/a	n/a	n/a
"You Are Here" Maps <i>(multiple locations)</i>	YES	YES	YES	YES	YES	YES	n/a	n/a
Press Releases <i>(regional media outlets)</i>	Exclusive & Shared	Shared <i>(as Event Sponsor)</i>	Shared <i>(as Co- Sponsor)</i>	Shared <i>(as Co- Sponsor)</i>	Shared <i>(with exhibit)</i>	Shared <i>(with exhibit)</i>	Sponsor List/ Level	Sponsor List/ Level
Signage Displayed <i>(sponsor provided, sizes/locations vary)</i>	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 <i>(daily and/or scheduled)</i>	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 <i>(Logo/Name; if applicable)</i>	YES	YES	YES	n/a	n/a	n/a	n/a	n/a
Website <i>(Logo/Link included)</i>	YES	YES	YES	n/a	n/a	n/a	n/a	n/a

797 E. Patrick Street, Frederick MD 21701 • 301.663.5895

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