



# BLUE RIBBON SPONSORSHIP • 2016

Opportunities Start at \$50,000

AUGUST 25 –  
SEPTEMBER 5, 2016



**The Fair's Blue Ribbon Sponsorship** package includes: recognition on-site and in Fair communications; exhibit space; sampling opportunities; a built in activation credit; and a package of tickets and hospitality. As a Blue Ribbon sponsor, you are also eligible for year round promotional opportunities.

## Here's an overview of what you'll receive:

- **VIP Hospitality**
  - ◆ \$3,000 activation credit to purchase admission tickets and parking passes
  - ◆ 100 admission tickets
  - ◆ 75 parking passes
  - ◆ Invitations to our annual Sponsor Reception
- **On-Site Signage and Recognition**
  - ◆ Six Public Address announcements per day
  - ◆ Company name/logo on our "Thank You to Our Sponsors" Board
  - ◆ Signage within each entrance area recognizing sponsors
  - ◆ 30-second ad on Chevy Court video screen shown all 12 days of the Fair
  - ◆ Recognition signage at each sponsored attraction/area all 12 days of the Fair
- **Visability On-Site**
  - ◆ Opportunity to place a character or vehicle in the State Fair's Daily Parade
  - ◆ Sponsorship of an attraction or area during all 12 days of the Fair
- **Sampling/Display**
  - ◆ On-Site Distribution
  - ◆ On-Site Exhibit Space
- **Publications/Collateral Materials**
  - ◆ Sponsor ad on State Fair map
- **Visibility on Fair Website**
  - ◆ Company logo and link on State Fair's website Home Page and Sponsor Page for three months
- **Access to Fair Account Representative**