



AUGUST 25 –
SEPTEMBER 5, 2016



RED RIBBON SPONSORSHIP • 2016

Opportunities Start at \$25,000

The Fair's Red 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 Red Ribbon Sponsor, you are also eligible for year round promotional opportunities.

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

- **VIP Hospitality**
 - ◆ \$2,500 activation credit to purchase admission tickets and parking passes
 - ◆ 60 admission tickets
 - ◆ 50 parking passes
 - ◆ Invitations to our annual Sponsor Reception
- **On-Site Signage and Recognition**
 - ◆ Four Public Address announcements per day
 - ◆ Company name/logo on our "Thank You to Our Sponsors" Board
- **Visibility On-Site**
 - ◆ Opportunity to place a character or vehicle in the State Fair's Daily Parade
- **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**