



**Agriculture  
and Markets**



**KATHY HOCHUL**  
Governor

**RICHARD A. BALL**  
Commissioner

**JULIE LAFAVE**  
Interim Director

12/13/23

Valid 4/1/24 – 9/30/24

## **2024 Agriculture Competition Sponsorship Opportunities**

**NOTE: Applications must be received, and sponsorship opportunities must be discussed and confirmed with the Sponsorship Department on or before April 15, 2024. Applications that are received and confirmed after this deadline may be subject to a 1.5% increase in published rates.**

The Agriculture Sponsorship Program aims to increase the premiums or prizes awarded to competition winners, thereby encouraging more participation. Sponsors will be able to choose which competition(s) they want their funds or in-kind items to be awarded in.

This Sponsorship Program shall apply to all competitions under the State Fair's Agriculture Department, including all competitions in the Art and Home Center.

### **Best of Show (\$5,000 and above)**

- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/24-9/30/24)
- Logo on NYS Fair Website Welcome Page (posted from 4/1/24-9/30/24)
- Four (4) banners\* 3'X5' hung inside show ring
- Four (4) public announcements during the judged show
- Twelve box seats in Coliseum for Horse Show

### **Grand Champion (\$1,000 - \$4,999)**

- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/24-9/30/24)
- Two (2) banners\* 3'X5' hung inside show ring
- Two (2) public announcements during the judged show

### **Champion (\$500 - \$999)**

- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/24-9/30/24)
- One (1) public announcement during the judged show

### **Reserve (\$100 - \$499)**

- Logo on NYS Fair Website on the "How to Enter Competitions" page (posted from 4/1/24-9/30/24)

\*All banners/signs are provided by the Sponsor and location placement will be determined at the discretion of the Sponsorship and Agriculture Manager.