



# Skagit County Fairgrounds

## 2019 Sponsorship Brochure

**AUGUST  
7-10  
2019**

Another season of activity is well underway at our treasured Fairgrounds. Things kicked off this spring with the SICBA Home and Garden Show, March 22nd-24th. April 12th & 13th saw the Fairgrounds hosting our very own 27th Annual Spring Garage Sale, Antiques & More Event. We will also be hosting our Fall Garage Sale in 2019, September 20-21. These garage sale events have more than 150 vendors, food, and live music! Over 6,000 people enjoy each Garage Sale.

The 2018 Fair saw many successes, and we are confident this momentum will carry into the 2019 Fair. We will be ***“Bringing Ewe Shear Entertainment”*** at the 2019 Skagit County Fair, which will take place August 7th-10th. The Fair is symbolic of our Skagit County pride, and has been a summer highlight in the valley for over 100 years!



*The Heart of the Fair... Families enjoying their time together.  
Photo by Chris Matthews*

If tradition alone could insure the future, then we would have nothing to worry about. The past holds many treasures, it holds the spirit of what we celebrate as residents of this incredible place. It is our philosophy, that we need to turn to the people of Skagit County to ask for local ideas, talent and support. We believe that boosting the participation of Skagit County residents will result in a fun and successful Fair in 2019 and beyond.

We realize that we are asking for a great deal when we ask for the financial/in-kind support of our sponsors. We respect and value this generosity and want our sponsorship program to offer something of value in return. The Skagit County Fairgrounds is a unique resource, and the Fair is our showcase of Skagit pride. We hope that you share our belief that this is a tradition worth sustaining, and hope that you are able to participate in our sponsorship program at any one of the donation levels shown on the following pages.

### **Marketing for the Skagit County Fair**

- Regional Advertising throughout Skagit and neighboring counties (Print, TV, Radio, Social Media)
- Annual advertising budget of \$20,000.
- Over 25,000 full color Programs are distributed in the Skagit Valley Herald as well as on site during the Fair.
- Estimated Attendance: 25,000+
- Facebook Page with over 6,795 likes as of April 2019. Weekly total reach of over 100,000 people during Fair week. Active Instagram Page (created April 2019)
- Fair posters that are distributed and displayed prominently at local businesses during July and August.

### **\$10,000 Cash Bighorn Sheep Sponsor**

- Fairgrounds supplies – 4x 4' Full-color sign on Fairgrounds **year-round** with logo, website, and 3 bullet items
- Fairgrounds Supplies 2019 Bighorn Sheep Sponsor Banner above 4x4' sign.
- Sign above Main Parking Gate entrance
- Up to 100'x100' Outside Commercial Booth during Fair.
- Banner displayed on Main Stage for entirety of the Fair
- Handouts/ads with information about organization at Fair gates
- Choice of 2 Specific areas of Fair to have logo on as a sponsor
- Name on cover of Fair program
- Logo Impressively** Displayed on:
  - Fair Posters
  - Access 21 Skagit County Television Fair Programs
  - Official Fair Video
  - Official Fair Program Guide
  - Fair website with link to Sponsor site
  - Fair Map
- Promotion on Fairgrounds Facebook and Instagram
- Name included in radio ads as the “Bighorn sheep sponsor”
- Recognition via PA , Main Stage & Sideshow Stage announcements during Fair
  - \* 125 Fair Admission Passes
  - \* Passes to cover all employees working Fair booth
- Year round logo with link on Main Fairgrounds Page
  - \* Logo on all flyers/posters associated with BOTH Spring and Fall Garage Sales
  - \* 50x50 outside space at Spring and Fall Garage Sales



*Giddy-up!!!*



### **\$5,000 Cash Premier Sponsor**

-Fairgrounds supplies 2'x 4' Full-color sign **year-round** with logo, website, & 3 bullet items

-Sign above Main Parking Gate entrance

-Up to 50' x 50' outside Booth During Fair

-**Logo Prominently** Displayed on:

- Fair Posters
- Access 21 Skagit County Television Fair Programs
- Official Fair Video
- Official Fair Program Guide
- Fair website with link to Sponsor site
- Fair Map

- Promotion on Fairgrounds Facebook & Instagram

- Name included in radio ads as a "Premier Sponsor"

- Recognition via PA and Stage announcements during Fair

- 80 single day Fair Admission Passes, 4-day admission+ parking passes (6)

-Year round logo with link on Main Fairgrounds Page

-Logo on all flyers/posters associated with BOTH Spring and Fall Garage Sales

-10x10 outside space during both Garage sales (10x10 inside if spots are available)



*It's Show Time for this Goat!*

### **\$2,500 Cash (\$3,750+ In-Kind) Platinum Sponsor**

Fairgrounds supplies 2'x 2' Full-color sign **year-round** with logo & website

-10'x10' Outside Booth at Fair

-**Large Logo** displayed on:

- Fair Posters
- Access 21 Skagit County Television Fair Programs
- Official Fair Video
- Official Fair Program Guide
- Fair website with link to Sponsor site

- Promotion on Fairgrounds Facebook & Instagram

- Recognition via PA and Stage announcements during Fair

- 40 single day Fair Admission Passes, 4-day admission+ parking passes (3)



*Bringing Ewe Shear Entertainment!!*





**\$1,000 Cash (\$1,500-\$3,749 In-Kind) Gold Sponsor**

- Fair Supplies 2'x2 'banner/sign displayed **year round**
- Space to set up information table during Fair

**-Medium Logo** displayed on:

- Fair Posters
- Access 21 Skagit County Television Fair Programs
- Official Fair Video
- Official Fair Program Guide
- Fair website with link to Sponsor site
- Promotion on Fairgrounds Facebook & Instagram
- 15 single day Fair Admission Passes, 4-day admission+ parking passes (2)



*Ron Stubbs!*

**\$500 Cash (\$750-\$1,499 In-Kind) Silver Sponsor**

- Fair Supplies 2'x2 'banner/sign displayed **during Fair only**

**-Small Logo** displayed on:

- Access 21 Skagit County Television Fair Programs
- Official Fair Video
- Official Fair Program Guide
- Fair website with link to Sponsor site
- Promotion on Fairgrounds Facebook & Instagram
- 8 single day Fair Admission Passes, 4-day admission+ parking passes (1)

**\$100-\$499 Cash (\$200- \$749 In-Kind) Bronze Sponsor**

**-Listing** displayed on:

- Official Fair Program Guide
- Fair website
- Promotion on Fairgrounds Facebook & Instagram
- Fair Admission Passes (depends on level)



*Wren and Della!*



**\$500 Building Sponsor**

Each year the Fairgrounds hosts over dozens of local and regional events in addition to the County Fair. Sponsor signage on our buildings is a great opportunity to offer exposure to thousands of people year-round.

- Sponsorship is good for 12 consecutive months starting with the date of receipt of payment. Sign will be placed on the building of your choice (subject to availability).

**\*\*IN ADDITION\*\***

**-Listing** displayed on:

- Official Fair Program Guide
- Fair website
- Promotion on Fairgrounds Facebook
- Official Building Sponsor certificate

## **Event Specific Sponsorships**

Can be tailored to be identified and promoted for the exact item/activity sponsored.

### **Sponsorships Currently Still Open**

- Horse /Goat/Sheep Tents
- Individual Band Sponsor
- Arena Entertainment Sponsor
- Volunteer T-Shirt Sponsor
- Ribbon Sponsor
- Wristband Sponsor
- Sea-Tech Tent Sponsor
- Horse Arena Sponsor
- Magic, Hypnotist Sponsor
- Latino Night Sponsor
- Butterfly Encounter Sponsor
- Planetarium Sponsor
- Museum of Curious Things Sponsor
- Sideshow Stage Sponsor
- Business Ticket Sponsor (unlimited)
- Cause Sponsor (unlimited)
- Cheer at the Fair Sponsor
- Day Sponsor (Wednesday&Thursday)
- Campground Sponsor
- Prize Sponsor (in-kind)
- Advertising Trade Sponsor (in-kind)
- Hospitality Sponsor (In-kind)
- Grounds improvement Sponsor (in-kind)
- Fair Service Sponsor (in-kind)



*Be the Ribbon Sponsor!*



*Sponsor a Band!*



*Sponsor The Museum of Curious Things Exhibit!*

# **Ticket Sponsors**

**Purchase tickets to use at your business: For distribution to employees, thank valuable customers, run business promotions, etc.**

## **\$500-**

### **100 Fair Admission Tickets**

Sponsor Listing on:

Fair Website

Fair Program

## **\$750-**

### **150 Fair Admission Tickets**

Sponsor Listing on:

Fair Website

Fair Program

-Promotion on Fairgrounds social media

## **\$1,000-**

### **200 Fair Admission Tickets**

-All benefits described in Silver Sponsorship Package on page 4 (minus admission passes)

## **\$2,500-**

### **500 Fair Admission Tickets**

-All benefits described in Gold Sponsorship Package on page 4 (minus admission passes)

## **\$3,000-Day Sponsor!!!**

-500 Fair Admission Tickets

-All benefits described in **Gold** Sponsorship Package on page 4 (minus admission passes)

-Banner/Sign placement welcoming Day Sponsor attendees/ recognizing business (good place for a company photo-op)

-Logo placement in Fair Guide /other areas attached to schedules of the day sponsored.

-Special inclusion of 1 contest/stage break involving/mentioning your business on day of sponsorship

<b><u>Fair Ticket Prices at Gate (Fri &amp; Sat)</u></b>
Adult: \$10.00
Junior/Senior: \$8.00
Children 5 & under are free
<b><u>Fair Ticket Prices at Gate (Weds &amp; Thurs)</u></b>
Everyone is \$7



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### Day Sponsor note:

\*This level is intended for a business who is prepared to make an effort to get at least 250 of these tickets/ people to the Fair on the same day (the day your sponsorship will be attached to) and have a good "presence". This could be a fun day/night you could include your employees, their families and your valued customers if you wish.

\*Friday and Saturdays are popular, but keep in mind, the crowds are less on Weds and Thurs

**In order to receive full sponsor recognition, a confirmation of intent to sponsor needs to be submitted/communicated to the Fair Administration Office by June 17<sup>th</sup>, 2019. Tickets will be available for pickup upon receiving payment. One payment in full will be required at the time tickets are picked up at the Fair Administration Office.**

## **Cause Sponsor**

**Charitable Options-Give to a Great Cause!**

### **\$500+- Food Bank Sponsor**

- First 100 people who bring 5 pounds of food will receive free Fair ticket
- Logo placement on Promotional Flyer (attracting donors)
- Banner/signage placement at Food Truck/ Food Bank

#### **Sponsor Listing** on:

- Fair Website
- Fair Program
- Promotion on Fairgrounds Facebook & Instagram



### **\$500+- Skagit County Community Action- Families in Need**

- 100 Tickets distributed to families in need

#### **Sponsor Listing** on:

- Fair Website
- Fair Program
- Promotion on Fairgrounds Facebook & Instagram

**Have your own charity/cause you would like  
to give a ticket package to?  
We can work with you!**

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## FAIR SPONSORSHIPS

2019 Sponsorship Opportunities  
Skagit County Fairgrounds  
SKAGIT COUNTY FAIR  
AUGUST 7—10, 2019



\_\_\_\_\_ would like to accept your offer for sponsorship  
(How you want your name/business name listed for advertising)

### FAIR SPONSORSHIP LEVELS

- \_\_\_\_\_ \$10,000 Bighorn Sponsor
- \_\_\_\_\_ \$5,000 Premier Level
- \_\_\_\_\_ \$2,500 Platinum Level
- \_\_\_\_\_ \$1,000 Gold Level
- \_\_\_\_\_ \$500 Silver Level
- \_\_\_\_\_ \$500 Fairgrounds Building Sponsor
- \_\_\_\_\_ \$100—\$499 Bronze Level \$ \_\_\_\_\_
- \_\_\_\_\_ Ticket Sponsor/Cause Sponsor \$ \_\_\_\_\_

Date: \_\_\_\_\_

Payment enclosed: \$ \_\_\_\_\_ Please invoice us for our sponsorship of: \$ \_\_\_\_\_  
(Please make checks payable to "Skagit County Fairgrounds")

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-Digit Security Code on back of card: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature

Title

Please Print Name

#### Contact Information:

Aric Gaither, Fairgrounds Operations Manager

Office & Mailing Location: 1730 Continental Place, Mount Vernon WA 98273

Phone: 360-416-1350 Email: [aricg@co.skagit.wa.us](mailto:aricg@co.skagit.wa.us)