

Sponsorship Information

The Putnam County Fair has grown significantly in the past four years now reaching almost 50,000 people annually.

We would like to invite you to be a part of the incredible team of private individuals and businesses who choose to invest in this award winning county fair and promote your business in front of 50,000 people over 10 days! This is by far the most effective, least expensive way of spending your advertising dollars, while supporting the biggest single event in Putnam County.

Highlights --

- The 92nd Putnam County Fair will be held August 2 – 11, 2018***

Between 2013 and 2017 --

- Attendance has increased from 33,000 to 49,000;***
- Private and individual support of the fair has grown from \$14,000 to \$96,000;***
- The annual budget has grown from \$245,000 to \$425,000;***
- Almost 500 people support the fair in volunteer roles annually;***
- Premiums and awards have grown from \$50,000 to \$120,000.***

We have sponsorship options to fit anyone's budget and we will work with you to match your needs with our program.

We stand ready to assist you investing in the best county fair in Tennessee.

Thom Steger, Chair, Sponsorship Committee – Wes Roberson, Co-Chair, Brenda Gentry, Co-Chair, Gina Hooper, Matt Gaw, David Hunter, Roger Dereske, Carol Vinson, Matt Adermann, Jeremy Glascock, Jessica Clark, and Brian Jones

Putnam County Agricultural & Industrial Fair Association, Inc.



***The Putnam County Fair Association, Inc. – a non-profit organization dedicated to showcasing Putnam County and Tennessee heritage, agriculture and the arts for over 92 years.
Putnam County Fair Association, Inc., P.O. Box 1001, Cookeville, TN 38501***


Enclosure

Benefits of Fair Sponsorship

Sponsorship is critically important to the success of the Putnam County Fair and indicates the value and depth of community support for the Fair.

Advertising – Promotion

- All sponsors names and logos will be listed on and linked to the Putnam County Fair website, www.putnamcountyfair.com if the sponsor provides the logo electronically via E-mail.
- All sponsors names will be included in the fair book if sponsorship is received prior to print date of April 1.
- We allow sponsors who give \$1000 or more to be included in advertisement spots that are played from the stage, throughout the fair and their name and logo will be shown on the Digital Screen that runs every night of the fair.
- Any event sponsors will be recognized and may be interviewed, if desired, during the event which they sponsor
- Signage listing all sponsors will be placed at multiple locations on the fairgrounds during the Fair including a 40' banner at the end of the south exhibit hall and with the daily schedules posted in 12 locations on the fairgrounds.
- Bronze, Silver, Gold, Platinum and Diamond Sponsors will have an individual sponsor banner created by the fair and displayed appropriately around the fairgrounds before, during and after the ten-day fair – approximately 40 days total.
- Bronze, Silver, Gold, Platinum and Diamond Sponsors will receive tickets for admission to the fair.
- Diamond, Platinum and Gold Star sponsors; 1) may exhibit products with appropriate signage on the fairgrounds as space is available (truck, vehicle, tractor, farm equipment, etc); 2) will receive a sponsor banner with business logo displayed in a prominent place on the fairgrounds; and, 3) a complimentary exhibit space either in the North Exhibit Hall or on the grounds if they request it.

	Diamond Star Sponsor	\$ 10,000 or more
	Platinum Star Sponsor	\$ 5,000 - \$ 9,999
	Gold Star Sponsor	\$ 2,000 - \$ 4,999
	Silver Star Sponsor	\$ 1,000 - \$ 1,999
	Bronze Star Sponsor	\$ 250 - \$ 999
	Copper Star Sponsor	\$ 100 - \$ 249

Just give Brenda Gentry a call @ 931-267-4910 and we will send a board member to meet with you about partnering with us – don't delay, call today.

2018 Fair Sponsorship Options

NEW Family Fun in the Grandstands -- \$1,000 per night

NEW Nightly CASH Drawings -- \$500 per night

Open Walking Horse Show -- \$ 7,000

Stake Class in the Walking Horse Show -- \$1,000

Wild Horse and Mule Show -- \$2,200; NEW Pony and Pony Mule Pulling -- \$3200

Draft Horse and Mule Show -- \$3500

Western Horse Show -- \$7,000

Lone Star Rodeo -- \$10,000 or Junior Rodeo -- \$1,900

Dairy Show -- \$3500; Beef Show -- \$4500; Sheep Show -- \$2500;

or Goat Show -- \$2,000

Lawn Mower Races -- \$7,000

Fairest of the Fair Pageants (2) -- \$7,500

Putnam County Horse Show -- \$ 2,500

Demolition Derby -- \$7,500

NEW Antique Tractor Pull -- \$ 2,700

Monster Truck Show -- \$15,000

Truck and Tractor Pull \$6,000

Daily Pig Races -- \$8,000

Special Programs

Senior Citizen Day at the Fair -- \$3,500; or Pacesetter's Program \$2,000; or the Special Children's Program \$ 3,000; or the NEW Pre-K Program -- \$1,000

Weekend Live Demonstrations -- Blacksmith Shop \$500; Soap Making \$100; Quilting \$100; Weaving \$100; Taxidermy \$350; Outdoor Meat Cookery \$250; Food Preparation \$200; Cake Decorating \$150; Showmanship Demonstrations in Beef, Sheep and Goats \$100 each.

Farmer for the Day -- \$500

Junior Fair Board -- \$1,000

Pet Show -- \$1,000

Petting Zoo -- \$5,500

Motorcycle Races -- \$6,500

NEW Veterans Salutes -- \$2,500 (Five Nights)

There are in-kind sponsorship options also -- landscaping areas on the fairgrounds, supplies, bottled water, patio furniture, chairs, tables, and tents are needed, along with chicken feed, shavings, bales of straw, signage, providing live demonstrations, etc.