



**September, 2016**

***The 91st Putnam County Fair will be held August 3 – 12, 2017. 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***

***2016 Fair Highlights***

- ***Attendance increased to 51,716 compared to 49,447 in 2015.***
- ***Private and individual support of the fair was \$85,000***
- ***Gate receipts increased \$22,000 -- even with three days of reduced admission and one period of free admission -- \$186,000 compared to 164,000 in 2015.***
- ***Over 1,000 people support the fair in volunteer roles.***
- ***We offered \$100,000 in premium and awards compared to \$68,000 offered in 2015 -- the largest premium offering in the history of the fair.***

***Enclosed you will find information about sponsorship levels, sponsorship options, and some of the ways we provide visibility to you for your support of the fair.***

***Please take a few minutes and review the enclosed information and don't hesitate to contact us if you have questions. We stand ready to assist you investing in the best county fair in Tennessee.***

***Sincerely,***

***Wes Roberson, Chair, Sponsorship Committee***

***Sponsorship Committee – Wes Roberson, Chair, Brenda Gentry, Co-Chair, Gina Hooper, Matt Gaw, David Hunter, Carl Bilbrey  
Putnam County Agricultural & Industrial Fair Association, Inc.***

### **Benefits of 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](http://www.putnamcountyfair.com) if the sponsor provides the logo electronically via Email.
- All sponsors names will be included in the fair book if sponsorship is received prior to print date of April 15 April.
- Copper Sponsors names will appear together on a banner at the specific event they are sponsoring.
- Bronze, Silver, Gold, Platinum and Diamond Sponsors will have an individual sponsor banner created by the fair and displayed appropriately on 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 want one.
- 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.

### **For more information contact:**

Wes Roberson, Co-Chair, Sponsorship Committee – 931-267-3539  
Brenda Gentry, Co-Chair, Sponsorship Committee – 931-267-4910

	<b>Diamond Star Sponsor</b>	<b>\$ 10,000 or more</b>
	<b>Platinum Star Sponsor</b>	<b>\$ 5,000 - \$ 10,000</b>
	<b>Gold Star Sponsor</b>	<b>\$ 2,000 - \$ 5,000</b>
	<b>Silver Star Sponsor</b>	<b>\$ 1,000 - \$ 2,000</b>
	<b>Bronze Star Sponsor</b>	<b>\$ 250 - \$ 1,000</b>
	<b>Copper Star Sponsor</b>	<b>\$ 100 - \$ 250</b>

*The Putnam County Fair Association, Inc. is a 501C3 Organization Tax I.D. 62-1303590  
Putnam County Agricultural & Industrial Fair, P.O. Box 1001, Cookeville, TN 38503*

*A variety of events and programs are available for sponsorship including motor sports events, daily music performances, evening music and concerts, entertainment programs, animal shows, 4-H and FFA awards, gardening, horticulture and field crops awards. Just tell us where your interest lies and we will match you with an excellent sponsorship opportunity.*

## ***Fair Sponsorship Options***

***Open Walking Horse Show -- \$ 7,000  
Stake Class in the Walking Horse Show -- \$1,000***

***Western Horse Show -- \$7,000***

***International Rodeo Association Rodeo – \$10,000***

***Junior Rodeo -- \$1,500***

***Lawn Mower Races -- \$7,000***

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

***Putnam County Horse Show -- \$ 2,500***

***Demolition Derby -- \$7,500***

***Monster Truck Show -- \$15,000***

***Truck and Tractor Pull \$6,000***

***Mud Truck Racing -- \$6,500***

***Chain Saw Wood Carving -- \$3,500***

***Daily Pig Races -- \$8,000***

***Senior Citizen Day at the Fair -- \$3,500; or the Pacesetters Program  
\$2,000; or the Special Children's Program \$ 3,000***

***Putnam County Music Barn – live entertainment most evenings --- \$8,000***

***Weekend Live Demonstrations – Blacksmith Shop \$500; Soap Making \$100;  
Quilting \$100; Weaving \$100; Taxidermy \$350;***

***Farmer for the Day -- \$500***

***Junior Fair Board -- \$1,000***

***Pet Show -- \$1,000***

***Petting Zoo -- \$4,000***

***Motorcycle Races -- \$6,500***

***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, etc.***

