

November 2020

Greetings,

Everyone knows by now that 2020 has been a disappointing year, including the cancellation of the fair due to Covid-19. But it started-out great! In Jan, we were awarded the State Championship for the large division of fairs across the whole state. That means that next year, we will be competing with the other 2019 winners to become Champion of Champions. We have an absolutely fabulous program planned and look forward to having you participate with us!

2019 was another record year at the Putnam County Fair. For two years straight, our attendance was almost 55,000 people over the 10 days! Gracious sponsors like you helped us raise a record \$74,000 in cash and over \$64,000 in kind contributions. Those donations allow us to provide the best fair program in the state, while keeping ticket costs reasonable for families.

Once again, 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. This is by far the most effective, least expensive way of spending your advertising dollars, while supporting the biggest single event in Putnam County.

**Fair Highlights:**

- The 94<sup>th</sup> Putnam County Fair will be held July 17 & July 29-August 7th, 2021
- Attendance has increased from 33,000 in 2013 to over 54,000 in 2019
- Private and individual support of the fair has grown from \$14,000 in 2013 to over \$137,000 in 2019. Our annual budget now exceeds \$450,000.
- Over 475 people support the fair in volunteer roles, including an all-volunteer Fair Board that works year-round to plan and execute the fair

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.

Sincerely,



Thom Steger, Chair, Sponsorship Committee – Wes Roberson, Co-Chair, Brenda Gentry, Co-Chair, Carol Vinson, Jessica Clark, & Brian Jones  
Brenda Gentry: 931-267-4910



The Putnam County Fair Association, Inc. – a non-profit organization dedicated to showcasing Putnam County and Tennessee heritage, agriculture and the arts for over 93 years.

Putnam County Fair Association, Inc., P.O. Box 1001, Cookeville, TN 38503

## **Benefits of Fair Sponsorship - to the Community**

Enables rural and urban folks to gain an appreciation of sustainable agriculture and the importance of our agricultural heritage

Provides opportunities for youth and adults to contribute directly to their community

Our Jr. Fair Board provides a constructive team environment for kids to learn how to lead and serve

Teach kids where their food comes from

Provides a positive environment for neighbors to meet neighbors - a place where the diverse cultures and age demographics within our community to come together

Provides businesses with an additional opportunity to invest in the community

Provides family entertainment and education. For many families, the Fair is their Disney World.

Provides a positive environment for our City and County Service organizations (Government leaders, Fire, Police, Sheriff, Rescue Squad) to interact with the community and for the community to show them our support

Serves as a venue for businesses and organizations to market their products and services

Contributes directly to the financial health of the county/region through purchased services and premiums awarded. We shop local! Of our \$460k spent in 2019, approximately \$326k was put back in the local economy. If the average person spends \$10 to eat, that is an additional \$500k of local economic impact.

Allows youth and adults to evaluate the quality of the products they grow, raise and show

Special Needs Day provides an opportunity for hundreds of kids and adults to enjoy the fair with their caregivers free of charge

Senior Day provides a lunch to Seniors and allows the healthcare community to interact with this important segment of their customer base

Raised over \$12,000 for local charities in the last two years

## **Benefits of Fair Sponsorship - to the Sponsor**

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 will be included in the fair book if sponsorship is received prior to print date of April 15th.
- Signage listing all sponsors will be placed with the daily schedules in multiple locations on the fairgrounds during the Fair
- Any event sponsors will be recognized during the event which they sponsor
- **Bronze (\$250-\$999), Silver, Gold, Platinum and Diamond Star sponsors:**
  - will have name and logos will be posted on the Putnam County Fair website, [www.putnamcountyfair.com](http://www.putnamcountyfair.com), if the sponsor provides the logo electronically via E-mail.
  - 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.
  - receive tickets for admission to the fair, if requested
- **Silver (\$1000-\$1,999), Gold, Platinum and Diamond Star sponsors – all the above, plus:**
  - may select an Ag event in the Barn or East Arena for sponsorship, on a first come, first served basis
  - will have their logo presented on a scrolling video board near the main arena
- **Gold (\$2000-\$4,999), Platinum, and Diamond Star sponsors – all the above, plus:**
  - may exhibit products with appropriate signage on the fairgrounds as space is available (truck, vehicle, tractor, farm equipment, etc)
  - will receive a sponsor banner with business logo displayed in a prominent place on the fairgrounds
  - may use a complimentary exhibit space either in the North Exhibit Hall or on the grounds, if requested
  - may select an Ag event in the main arena for sponsorship
- **Platinum (\$5000-\$9,999) and Diamond Star sponsors - all the above, plus:**
  - will have the opportunity to record advertisement spots that are played from the stage, throughout the fair
  - will be included in radio spots which the fair purchases before and during the fair
  - may be identified as a co-sponsor for a motorsports event or a Premium Ag Sponsor for all events in an Agriculture category (i.e. Animal Shows, Horse Events, etc.)
- **Diamond Star sponsors (\$10,000+) – all the above, plus:**
  - will be identified as a sponsor for a motorsports event or series
  - may be interviewed from the stage, if desired
  - may display their product during breaks in the event in the main arena, if feasible and not overly disruptive to the event

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.



| SPONSORSHIP LEVEL | CONTRIBUTION AMOUNT | Sponsor Listing in Fair Book*** | Logo on Fair Website** | Banner on Fairgrounds** | Tickets to Fair* | Logo Displayed Along Veteran's Drive | Complimentary Commercial Exhibit Space for Display of Product* | Ag Barn or East Arena Event Sponsor | Ag Arena Event Sponsor | Ag Arena Event Sponsor | Mo Sports Event Sponsor | Sponsor Name Included in Radio Spots | Advertisements Broadcast from Stage | Mo Sports Event Sponsor | Stage Interview During Sponsored Event | Branding Throughout Fairgrounds** | Display Product During the Main Arena Event***** |
|-------------------|---------------------|---------------------------------|------------------------|-------------------------|------------------|--------------------------------------|--|-------------------------------------|------------------------|------------------------|-------------------------|--------------------------------------|-------------------------------------|-------------------------|--|-----------------------------------|--|
| Diamond Star      | \$10,000 or more    | ✓                               | ✓                      | ✓                       | ✓                | ✓                                    | ✓  | ✓                                   | ✓                      | ✓                      | ✓                       | ✓                                    | ✓                                   | ✓                       | ✓                                      | ✓                                 | ✓  |
| Platinum Star     | \$5,000 - \$9,999   | ✓                               | ✓                      | ✓                       | ✓                | ✓                                    | ✓  | ✓                                   | ✓                      | ✓                      | ✓                       | ✓                                    | ✓                                   | ✓                       | ✓                                      | ✓                                 | ✓  |
| Gold Star         | \$2,000 - \$4,999   | ✓                               | ✓                      | ✓                       | ✓                | ✓                                    | ✓  | ✓                                   | ✓                      | ✓                      | ✓                       | ✓                                    | ✓                                   | ✓                       | ✓                                      | ✓                                 | ✓  |
| Silver Star       | \$1,000 - \$1,999   | ✓                               | ✓                      | ✓                       | ✓                | ✓                                    | ✓  | ✓                                   | ✓                      | ✓                      | ✓                       | ✓                                    | ✓                                   | ✓                       | ✓                                      | ✓                                 | ✓  |
| Bronze Star       | \$250 - \$999       | ✓                               | ✓                      | ✓                       | ✓                | ✓                                    | ✓  | ✓                                   | ✓                      | ✓                      | ✓                       | ✓                                    | ✓                                   | ✓                       | ✓                                      | ✓                                 | ✓  |
| Copper Star       | \$100 - \$249       | ✓                               | ✓                      | ✓                       | ✓                | ✓                                    | ✓  | ✓                                   | ✓                      | ✓                      | ✓                       | ✓                                    | ✓                                   | ✓                       | ✓                                      | ✓                                 | ✓  |

\* if requested  
 \*\* must provide logo in electronic format  
 \*\*\* if sponsorship commitment is made before April 15th  
 \*\*\*\* sponsor must provide additional banners for display  
 \*\*\*\*\*if feasible and not overly disruptive to event