

March 2022

Greetings,

Wow, what a year at the Putnam County Fair! We had shared previously that as the pre-Covid 2019 statewide winner of the large class of Fairs, in 2021 we were competing for "Champion of Champions Fair". The night the judges came to visit was incredible - gorgeous weather, a huge crowd, and exciting events on every square inch of the grounds! The expanded barnyard, focused on educating youth about how a family farm was run, included a cow that the kids could milk, along with plenty of chickens, hogs, donkeys, and goats. The Middle TN Antique Engine & Tractor association showed off their equipment and even had Sergeant Alvin C. York's tractor on display! We had one of the best demolition derbies yet - and the Antique Tractor Pull in honor of Jessica Rector Clark, our Fair Board member who was lost in the 2020 tornado, was really touching. 2021 was successful on all counts!

Thanks to our private sector support and God blessing us with perfect fair weather, we broke almost every record:

- It was the largest Fair ever, with 68,521 people attending - 25% bigger than our previous record!
- Our gate revenues beat the previous record by 27%
- We had over 140 sponsors help us raise over \$165k in cash and in-kind donations

On Saturday night, January 22, 2022 the Putnam County Agricultural and Industrial Fair was named the #1 County Fair in the State of Tennessee - we received that five foot trophy as the "Champion of Champions."

We are delighted to welcome you as 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 96<sup>th</sup> Putnam County Fair will be held July 23<sup>rd</sup>, 30<sup>th</sup> & August 4-13<sup>th</sup>, 2022
- Attendance has increased from 33,000 in 2013 to over 68,500 in 2021
- Private and individual support of the fair has grown from \$13,000 in 2013 to over \$165,000 in 2021. Our annual budget now exceeds \$500,000.
- 539 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, Morgan Johnson, Carol Vinson, Jeremy Glasscock, Dawson Davidson, Brian Jones, Matt Gaw, Dustin Chisam, & Peyton Archer  
Thom Steger: 931-260-8495

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

Awarded over \$5,000 in scholarships to youth involved in agriculture

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 local 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

### **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 March 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 be included in sponsor lists published by the Fair, including the Putnam County Fair website, the fair book, and various places on the fairgrounds
  - 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:**
  - will have their logo presented on the main page of the fair website
  - may exhibit products with appropriate signage on the fairgrounds as space is available (truck, vehicle, tractor, farm equipment, etc)
  - may provide up to six additional banners (up to 4' x 12') for display in prominent locations 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
  - will receive recognition from the main arena and east arena and in the show barn during major events
- **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 Thom Steger a call @ 931-260-8495 and we will send a board member to meet with you about partnering with us – don't delay, call today.**