

PUTNAM COUNTY

A&I FAIR



- TENNESSEE -

March 2025

Dear Sponsor,

We are thrilled to extend to you an invitation to become a sponsor of the 99th Annual Putnam County Agricultural & Industrial Fair. By joining the ranks of over 130 businesses and individuals who generously support our event each year, you will be helping us to keep the fair accessible and affordable for families in our community.

Our fair features ten nights of entertainment in the main arena, a variety of livestock and dairy shows, six horse shows, The Barnyard, and a thrilling midway provided by James Gang Amusements for the 14th consecutive year. In addition, we offer over \$100,000 in premiums, including cash, ribbons, and trophies. With a rich history, our fair is a cherished tradition in our county.

Attendance numbers have been on the rise, with over 50,000 visitors enjoying the fair last year. The growing support from businesses and individuals like you has been crucial to our success. We invite you to consider becoming a sponsor by selecting a sponsorship level that aligns with your budget.

By investing in our fair, you will be supporting a variety of important initiatives, including providing opportunities for youth and adults to give back to their community, creating a positive environment for neighbors to connect and celebrate diverse cultures and age groups, and offering businesses an additional platform to engage with the community.

Furthermore, your sponsorship will facilitate interactions between City and County Service organizations and the community, provide a valuable marketing opportunity for businesses and organizations, and contribute directly to the financial well-being of our county and region by supporting local businesses and awarding premiums.

We are here to assist you in making a meaningful investment in the best county fair in Tennessee. Thank you for considering joining us in supporting our community through sponsorship.

Sincerely,

Putnam County A&I Fair – Executive Board

Benefits of Fair Sponsorship to the Sponsor

Advertising – Promotion

<p style="text-align: center;">Copper \$250-\$499</p> <ul style="list-style-type: none">• 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 around the fairgrounds before, during and after the fair.
<p style="text-align: center;">Bronze \$500-\$999</p> <ul style="list-style-type: none">• 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 around the fairgrounds before, during and after the fair.• Receive tickets for admission to the fair, if requested. *Set number available for each level.
<p style="text-align: center;">Silver \$1,000-\$1,999</p> <ul style="list-style-type: none">• 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 around the fairgrounds before, during and after the fair.• Receive tickets for admission to the fair, if requested. *Set number available for each level.• Will have their logo presented on a scrolling video board near the Main Arena.• Will receive a discounted ad in the Fair Tabloid. *If Requested
<p style="text-align: center;">Gold \$2,000-\$4,999</p> <ul style="list-style-type: none">• 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 around the fairgrounds before, during and after the fair.• Receive tickets for admission to the fair, if requested. *Set number available for each level.• Will have their logo presented on a scrolling video board near the Main Arena and on the main page of the fair website.• May exhibit products with appropriate signage on the fairgrounds as space is available. (vehicle, tractor, farm equipment, etc.)• May provide up to six additional banners (up to 4'x12') 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, East Arena, or Big Barn for sponsorship.• Will receive recognition from the Main Arena, East Arena, and Big Barn during major events.• Will receive a discounted ad in the Fair Tabloid. *If Requested
<p style="text-align: center;">Platinum \$5,000-\$9,999</p> <ul style="list-style-type: none">• 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 around the fairgrounds before, during and after the fair.• Receive tickets for admission to the fair, if requested. *Set number available for each level.• Will have their logo presented on a scrolling video board near the Main Arena and on the main page of the fair website.• May exhibit products with appropriate signage on the fairgrounds as space is available. (vehicle, tractor, farm equipment, etc.)• May provide up to six additional banners (up to 4'x12') 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, East Arena, or Big Barn for main sponsorship or may be identified as a co-sponsor for a motorsports event in the Main Arena.• Will receive recognition from the Main Arena, East Arena, and Big Barn during major events.• Will have the opportunity to record advertisement spots that are played from the stage.• Will receive a discounted ad in the Fair Tabloid. *If Requested

Diamond \$10,000-\$14,999

- 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 around the fairgrounds before, during and after the fair.
- Receive tickets for admission to the fair, if requested. *Set number available for each level.
- Will have their logo presented on a scrolling video board near the Main Arena and on the main page of the fair website.
- May exhibit products with appropriate signage on the fairgrounds as space is available. (vehicle, tractor, farm equipment, etc.)
- May provide up to six additional banners (up to 4'x12') 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.
- Will receive recognition from the Main Arena, East Arena, and Big Barn during major events.
- Will have the opportunity to record advertisement spots that are played from the stage.
- Will be identified as a sponsor for a Motorsports Event in the Main Arena or may select an Ag Event in the Main Arena, East Arena, or Big Barn for main sponsorship or may be identified as a co-sponsor for a motorsports event in the Main Arena.
- May be interviewed from the stage, if desired.
- Will receive a complimentary quarter page add in the Fair Tabloid placed in a prominent location near schedule.

Premier \$15,000+

- 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 around the fairgrounds before, during and after the fair.
- Receive tickets for admission to the fair, if requested. *Set number available for each level.
- Will have their logo presented on a scrolling video board near the Main Arena and on the main page of the fair website.
- May exhibit products with appropriate signage on the fairgrounds as space is available. (vehicle, tractor, farm equipment, etc.)
- May provide up to six additional banners (up to 4'x12') 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.
- Will receive recognition from the Main Arena, East Arena, and Big Barn during major events.
- Will have the opportunity to record advertisement spots that are played from the stage.
- Will be identified as a sponsor for a Motorsports Event in the Main Arena or may select an Ag Event in the Main Arena, East Arena, or Big Barn for main sponsorship or may be identified as a co-sponsor for a motorsports event in the Main Arena.
- May be interviewed from the stage, if desired.
- Reserves the right to request sole sponsor status. (You would be the only sponsor in your industry)
- Will have logo printed on all fair material, featured frequently on social media posts, featured at the top of the fair website, and on the back of t-shirts.
- Will receive a complimentary half page add in the Fair Tabloid placed in a prominent location near schedule.

Sponsorship Ads in the Fair Tabloid

This booklet will be printed and distributed all over Upper Cumberland and surrounding counties.

*Email completed adds to putnamcountyfairboard@gmail.com by May 15th.

*Premium Sponsorship receives a complimentary Half Page Ad & Diamond Receives a complimentary Quarter Page Ad.

Back Cover Ad	
\$1,000	
*No Sponsor Discount	*1 Available
Half Page Ad \$500	Quarter Page Ad \$300
*Sponsor Discount Cost \$300	*Sponsor Discount Cost \$150
Eighth Page Ad \$150	Business Card Ad \$75
*Sponsor Discount Cost \$75	*Sponsor Discount Cost \$50

Putnam County A&I Fair

2025 Sponsorship Information Form

Company Name: _____

Contact Name: _____

Email: _____ Phone Number: (____) _____

Mailing Address: _____

Sponsor Signature: _____ Date: _____

Fair Board Contact: _____

Sponsor Level & Amount

Copper:\$_____ Bronze:\$_____ Silver:\$_____ Gold:\$_____
Platinum:\$_____ Diamond:\$_____ Premium\$_____

Fair Tabloid Ad (Optional)

Half Page:_____ Quarter Page:_____ Eighth Page:_____ Business Card:_____

Silver, Gold, Platinum, and Diamond sponsors will need to send their logo to
putnamcountyfairboard@gmail.com This logo will be used for marketing. All banners will be blue text
outlined in yellow.

Premium & Diamond Sponsors

May mark top two choices for main sponsorship of any event. (Selections are on a first come first served bases.
Selections are not a guarantee.)

Platinum sponsors

May mark top two choices for main sponsor of an equine/agriculture event or a co-sponsor of a motorsport/main
arena event. (Selections are on a first come first served bases. Selections are not a guarantee.)

Gold Sponsors

May mark top two choices for an equine or agriculture event. (Selections are on a first come first served bases.
Selections are not a guarantee.)

Motorsports Events & Main Arena Events	Equine & Agriculture Events
<input type="checkbox"/> Antique Truck & Tractor Pull <input type="checkbox"/> Truck & Tractor Pull <input type="checkbox"/> Monster Truck Show <input type="checkbox"/> Demolition Derby – Sunday Night <input type="checkbox"/> Jump & Run <input type="checkbox"/> Motorcycle Races – Tuesday Night <input type="checkbox"/> Motorcycle Races – Wednesday Night <input type="checkbox"/> Demolition Derby – Saturday Night <input type="checkbox"/> Rodeo	<input type="checkbox"/> Walking Horse Show in Main Arena (Pre-Fair Event) <input type="checkbox"/> Draft Horse & Mule Show in Main Arena (Pre-Fair Event) <input type="checkbox"/> Hog Show in Big Barn <input type="checkbox"/> Goat Show in Big Barn <input type="checkbox"/> Open Dairy Show in Big Barn <input type="checkbox"/> Poultry & Rabbit Show in Chicken House <input type="checkbox"/> Open Halter & Western Horse Show in Main/East Arena <input type="checkbox"/> Wild Horse and Mule Show in East Arena <input type="checkbox"/> Putnam County Horse Show in Main Arena <input type="checkbox"/> 4-H Youth Horse Show in East Arena <input type="checkbox"/> Open Beef Show in Big Barn

*Fair Official Use Only Submitted: _____ Paid: _____