



Diamond Level Sponsorship Package

Diamond Event/Building Sponsorship Bracket: \$3,000 - \$5,499

Diamond Event/Building Sponsorship Benefits:

- Logo and link to the sponsor's website on the fair website
- Passes to front gate and sponsored event
- Sponsor supplied banners, signs, or the like to be displayed on fencing leading into the event and on fences trackside facing the grandstand seating
- If applicable, the event the sponsor may parade up to ten (10) vehicles in front of the grandstand during the allotted time period prior to the event start with full use of the public address system and the sponsor's announcer. Sponsors at this level will be able to park 5 vehicles in a prominent area during the event.
- In the event that the sponsor is not an auto dealer, the sponsor may parade the equivalent amount of a Fair-approved vehicle (i.e. John Deere is a sponsor and parades tractors)
- Invitation to and recognition at the annual fair picnic
- Right of first refusal to sponsor the event in successive years
- If applicable, the event the sponsor may parade up to five (5) vehicles in front of the grandstand during the allotted time period prior to the event start with full use of the public address system and the sponsor's announcer
- Promotions, drawings, register to win contests at the sponsors place of business, social media, and elsewhere as determined by the Fair marketing representative
- Sponsor display area for literature and display material beside the fair office gazebo during the sponsored concerts or events
- Sponsorship package is customizable based on the type of event and/or the needs of the sponsor
- **Digital Marketing:**
 - 6 posts thanking Diamond sponsors (1 during the summer, 1 during the autumn months, 2 during fair week, 1 after the fair, 1 promotional post about an event from the sponsor)
- **Tickets:**
 - 8 Free weekly passes to the fair
 - Complimentary tickets to events (quantity to be negotiated between the sponsor and Fair)