



Platinum Level Sponsorship Package

Platinum Day Sponsorship Bracket: \$10,001+

Platinum Day Sponsorships Benefits:

- Ad in fair book (if secured by May 1)
- Passes to front gate and sponsored event
- Sponsor will be verbally thanked during 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
- Invitation to and recognition at the annual fair picnic
- Right of first refusal to sponsor the event in successive years
- Sponsorship package is customizable based on the type of event and/or the needs of the sponsor
- Sponsor supplied logo and link to the sponsor's website on the fair website home page
- Sponsors will provide prominent signage to be displayed on a to be determined spot(s) on the sponsored event
- Sponsor prepared advertising scripts of forty-five (45) seconds or less to be read over the public address system during the course of the day. Sponsor name will be mentioned at least twenty (20) times during the chosen day
- Four complimentary tickets to each paid event performing at the grandstand each year the contract is in place
- Prominent ad placement in Fair Premium Book
- 15k+ sponsorship gets Front inside cover, front back cover
- Sponsors must submit art for printing in book no later than May 1, 2022
- Three year-round billboard type ads on the back outside wall of the stage as provided and installed by the sponsor
- Exclusive ownership of sponsor named event. All advertising to include Crawford County Fair sponsored named concert series and sponsor named stage where applicable and permitted
- Option for mutually agreed upon number of vehicles on the racetrack during the concerts
- Option for mutually agreed upon number of vehicles displayed prominently during the sponsored event
- Sponsor provided directional signage around the fairgrounds pointing to the Sponsor named stage. Locations of signs to be approved by the fair board
- Promotions, drawings, register to win contests at the sponsors place of business, social media, and elsewhere as determined by the Fair marketing representative
- Week long booth space with fifty (50) foot frontage at a location in the commercial exhibit area
- Sponsor display area for literature and display material beside the fair office gazebo during the sponsored concerts or events.



- All items of the sponsorship package are subject to acceptance and or revision by the concert artist's management or event organizers
- **Digital Marketing:**
 - 10 promotional posts (1 per quarter, 1 post the week prior to the fair, 1 post day of sponsorship, 1 additional during fair week, 1 post after fair week, 2 promotional posts about an event from the sponsor throughout the year)
- **Tickets:**
 - 12 Free entry to the Fairgrounds (no events)
 - Complimentary tickets to events (quantity to be negotiated between the sponsor and Fair)
 - Eight complimentary tickets and Meet and Greet passes to each concert or event performing at the grandstand each year the contract is in place.