

Ingham County Fair August 3-8, 2020



Sponsorship Opportunities

Ingham County Fair
700 East Ash Street
Mason, MI 48854
517-676-2857
Lmckeeper@ingham.org

The Ingham County Fair preserves the rich agricultural heritage, and community-centered tradition of providing fun, safe, and family focused events. The Ingham County Fair is one of Michigan's largest and oldest county fairs having just celebrated its 165th Anniversary in 2019.

The nostalgic town of Mason, Michigan draws over 45,000 fair enthusiasts to experience American traditions. The fairgrounds consist of multiple venues situated on our beautiful park-like setting.

I love 4H Leadership, community service, and showmanship are the values being instilled in the young people who participate in the Still Life, Livestock and Equine exhibits. Hundreds of open class exhibitors enter their best works to vie for the blue ribbon.

Skerbeck Entertainment Group provides dozens of rides and games for visitors of all ages. In 2019, we saw unprecedented sales in ride tickets and are looking to continue the growth into 2020 and beyond.

As community business partners and local leadership, we invite you to be involved with the history and tradition of one of the oldest and most enduring icons in Ingham County and the State of Michigan. Partnering with the Ingham County Fair provides you with the unique opportunity to deliver your message, educate consumers, and sell your services and/or product line. We offer the perfect opportunity for marketing that demonstrates community support and stewardship of the traditions and values represented within the Ingham County Fair. Don't see a package that fits your needs? We are happy to create a sponsorship package specific to what you can afford.



Title Sponsor: \$20,000

- Exclusive sponsorship opportunity
- The “Your Business Name Here” Ingham County Fair on all fair advertisements, promotions, flyers, booklets etc. (*Ex: The Pepsi Ingham County Fair*)
- Business logo on all advertisements, promotions, flyers, booklets, etc
- Link from our website and Facebook page to your company website
- 4’x6’ Business signs at every gate entrance (6)
- 4’x6’ Business signs inside the Main Arena (4)
- 1’x3’ Business signs at the Shirley Clark Pavilion
- 2’x1.5’ Business signs inside the Circle of Life Building (2)
- 2’x1.5’ Business signs inside the Competitive Exhibit Building (2)
- 2’x1.5’ Business signs outside the Commercial Exhibit Building (2)
- 10 Tickets to the VIP Dinner
- 50 Admit one tickets to the Fair
- 25 Grandstand Tickets to a night of your choosing
- 15 VIP one day all access ride armbands
- 10 Season Passes for the Fair
- 5 VIP week-long all access ride armbands
- Opportunity to address guests at the Shirley Clark Pavilion at VIP Dinner, Ladies Day, Senior Day and Military Appreciation Day.
- 10X10 Space available in the Commercial Exhibit Space or other mutually agreed upon space.

Businesses provide their own signs which will be returned at the close of fair.

Presenting Sponsor: \$15,000

- Exclusive sponsorship opportunity
- The Ingham County Fair presented by “Your Business Name Here” on all fair advertisements, promotions, flyers, booklets etc. (*Ex: The Ingham County Fair Presented by Pepsi*)
- Business logo on all advertisements, promotions, flyers, booklets, etc
- Link from our website and Facebook page to your company webpage
- 4’x6’ Business sign at every gate entrance (6)
- 1’x3’ Business sign at the Shirley Clark Pavilion
- 2’x3’ Business sign inside the Main Arena (2)
- 10 Tickets to the VIP Dinner
- 40 Admit One tickets to the fair
- 15 Grandstand tickets to a night of your choosing
- 8 VIP all access ride armbands
- Opportunity to address guests at the Shirley Clark Pavilion at VIP Dinner and one specialty day of your choosing (Ladies, Senior or For Those who Serve)
- 10X10 Space available in the Commercial Exhibit Space or other mutually agreed upon space.

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Kid's Day Sponsor: \$10,000

- The “Your Business Name Here” Kids Day at the Ingham County Fair on all fair advertisements, promotions, flyers, booklets pertinent to Kid's Day (*Ex: The Pepsi Kids Day at the Ingham County Fair*)
- Business logo on all advertisements, promotions, flyers, booklets, etc
- Link from our website and Facebook page to your company webpage
- 2'x3' Business sign at every gate entrance for Kid's Day
- 1'x3' Business sign at the Shirley Clark Pavilion for the entirety of the Fair
- 2'x3' Business sign inside the Circle of Life Building for the entirety of the Fair
- 5 Tickets to the VIP Dinner
- 30 Admit One tickets to the Fair
- 10 Grandstand tickets to a night of your choosing
- 5 VIP one-day all access ride armbands
- Opportunity to address guests at the Shirley Clark Pavilion at VIP Dinner
- 10X10 Space available in the Commercial Exhibit Space or other mutually agreed upon space.



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Entertainment Sponsor: \$5,000

- Choose any of our family friendly entertainment options to sponsor
 - Swiftly Swine Pig Racing
 - Cycle Circus
 - Rodeo
 - Demo Derby
- Link from our website and Facebook page to your company webpage
- 2'x3' Business sign located at the location of the Entertainment
- Business name announced as part of the show (if applicable)
- Logo listed on sponsor banner located at gate entrances (6), Shirley Clark Pavilion and Main Arena
- 4 Tickets to the VIP Dinner
- 15 Admit One tickets to the Fair
- 8 Grandstand Tickets to the night of your choosing
- 2 VIP one-day all access ride armbands
- 10X10 Space available in the Commercial Exhibit Space or other mutually agreed upon space.

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Specialty Day Sponsor: \$2,500

- Choose any of our specialty days

Ladies Day, Senior Day, Military Appreciation Day, International Day, or Dollar Day

- “Your Business Name Here” Specialty Day at the Ingham County Fair on all fair advertisements, promotions, flyers, booklets pertinent to each Day (*Ex: The Pepsi Senior Day at the Ingham County Fair*)
- Link from our website and Facebook page to your company webpage
- 2’x3’ Business sign located at the location Shirley Clark Pavilion for your day



- Logo listed on sponsor banner located at gate entrances (6), Shirley Clark Pavilion and Main Arena
- 2 Tickets to the VIP Dinner
- 10 Admit One tickets to

the Fair

- 10X10 Space available in the Commercial Exhibit Space or other mutually agreed upon space.

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Friend of the Fair Sponsor: \$1,000

- Link from our website and Facebook page to your company webpage
- Logo listed on sponsor banner located at gate entrances (6), Shirley Clark Pavilion and Main Arena
- 10X10 Space available in the Commercial Exhibit Space or other mutually agreed upon space.
- 5 Admit One tickets to the Fair



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