



Cornell University Cooperative Extension Niagara County

April 19th, 2017

Community Partners:

Last year over 33,000 fairgoers attending the Niagara County Fair, one of the largest community events in our County. We are beyond excited for this year's fair, and we expect to see this number grow with the addition of several new events, shows, competitions and attractions.

As the fair continues to grow, so does the potential for organizations who are interested in being an official sponsor of the Niagara County Fair. This is a valuable chance for new and small business owners to increase visibility and improve your brand by supporting a fair that has been around for 176 years. Being a sponsor provides your business the unique opportunity to connect with the Niagara County community and beyond.

By supporting the Niagara County Fair you are supporting CCE Niagara County and quality educational programming that benefits the children, families, farmers, seniors and communities in Niagara County. Don't miss out on this excellent opportunity to build brand awareness and show your company's support of these educational programs!

Remember, Cornell Cooperative Extension of Niagara County is a 501(c)(3), tax exempt organization. Your contribution is tax deductible to the full extent of the law.

Attached is a list of the various sponsorship levels. Customized corporate sponsorship and individualized small business packages are available. If you have questions regarding a customized sponsorship package, please don't hesitate to contact me. Whatever your budget, we are happy to work with you!

Sincerely,

Marc Ducharme

PR & Marketing Coordinator
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Building Strong and Vibrant New York Communities

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

2017 Niagara County Fair Sponsorship Proposal

The following sponsorship levels can be customized for your organization

Grand Master of the Fair \$3,000

- Market a main event at the Fair as the event sponsor
- Vendor space
- 3 banners displayed prominently during Fair
- 25 daily fair admission passes
- Business logo on CCE/Fair website (225,000 visitors/year)
- Business logo included in Fair Program (25,000+ circulation)
- Business ad in Fair Program (25,000+ circulation)
- Sponsorship announcements on CCE Social Media
- Sponsorship recognition in all fair advertising
- Listed in all fair press releases as the “Grand Master of the Fair”
- Sponsorship announcements over PA system during the Fair
- 2 tickets to and recognition at CCE Annual Dinner

Master of the Fair \$2,000

- Market a main event at the Fair as the event sponsor
- Vendor space
- 2 banners displayed prominently during Fair
- 10 daily fair admission passes
- Business logo on CCE/Fair website (225,000 visitors/year)
- Business logo included in Fair Program (25,000+ circulation)
- Sponsorship announcements on CCE Social Media
- Sponsorship recognition in all fair advertising
- Listed in all fair press releases as the “Master of the Fair” sponsor
- Sponsorship announcements over PA system during the Fair
- 2 tickets to and recognition at CCE Annual Dinner

Leader of the Fair \$1,500

- Your banner displayed prominently during the Fair
- 10 daily fair admission passes
- Business logo on CCE/Fair website (225,000 visitors/year)
- Business logo in Fair Program (25,000+ circulation)
- Sponsorship announcements on CCE Social Media
- Sponsorship recognition in all print advertising
- Listed in all press releases as a Fair sponsor
- Recognition at CCE Annual Dinner

Partner of the Fair \$1,000

- Your banner displayed prominently during the Fair
- 5 daily fair admission passes
- Business logo on CCE/Fair website (225,000 visitors/year)
- Business logo in Fair Program (25,000+ circulation)
- Sponsorship announcements on CCE Social Media
- Sponsorship recognition in all print advertising
- Listed in all press releases as a Fair sponsor
- Recognition at CCE Annual Dinner

All Sponsorship Includes:

- Sponsorship Announced in CCE E-Newsletter
- Featured in After-Fair “Thank You” Press Release

Sponsor an Event or Show

The following sponsorship levels can be customized for your organization

MAKE A DIFFERENCE.

This is your chance to become a part of one of the largest events at the Niagara County Fair, putting your company name in front of thousands of community members. Want to show your employees and investors your dedication to our community?

WE'LL FIND THE RIGHT FIT.

Each event attracts a different key audience segment, giving your company the opportunity to interact and engage with potential clients while also supporting our community. We have several exciting events and shows that could be the perfect match for your business.

When sponsoring an event or show, your company banner will be prominently displayed on location.

Building Sponsorship	\$1000 per building <ul style="list-style-type: none">• 4-H Training Center, Merchant's Building, Foods Tent, Main Stage, Coliseum, Livestock Building, Rabbit/Cavy Barn, Outside Show Ring, Horse Show Ring, Equine Indoor Show Ring, Livestock Education Facility.
Room Sponsorship	\$500 per event <ul style="list-style-type: none">• 4-H Club Exhibit Hall, 4-H Foods Room
Large Events	\$500 per event <ul style="list-style-type: none">• Live Entertainment• Antique Tractor Parade Prizes• Classic Car Show Prizes• 4-H Family & Consumer Science Exhibit Prizes• 4-H Animal Science Exhibit Prizes• Paul Bunyan Contest
Small Events	\$400 per event <ul style="list-style-type: none">• Greased Pole Contest• Main Entertainment Performer (Price is per show with multiple shows during the fair)
Livestock Show Prizes	\$300 per show <ul style="list-style-type: none">• Dairy Cattle, Beef Cattle, Sheep, Swine, Meat Goat, Dairy Goat, Pack Goat Dog, Horse, Miniature Horse, Poultry, Rabbit/Cavy

Yes! I want to show my support for the 2017 Niagara County Fair!

_____ would like to sponsor the 2017 Niagara County Fair as indicated below:

Level	Minimum Donation	Donation Amount	Event
Grand Master of Fair	\$3,000		
Master of Fair	\$2,000		
Leader of Fair	\$1,500		
Partner of Fair	\$1,000		
Supporter of Fair	\$500		
Friend of Fair	\$100		
Rosette Sponsor	\$75		
Blue Ribbon Sponsor	\$50		
Red Ribbon Sponsor	\$25		
Green Ribbon Sponsor	ANY		

***Due to limited sponsorship opportunities, sponsors shall be allocated on a first come first serve basis.*

Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Signature

Date

Thank you for supporting the 2017 Niagara County Fair!

Please return the completed form and payment (made payable to CCE Niagara County), or return the form and go to www.ccenigaracounty.org to make your payment securely online. Just click the down arrow by "Pay Now" on our home page and select "sponsorship". Mail form to:

CCE Niagara County, 4487 Lake Avenue, Lockport NY 14094