Niagara County Fair

August 2 - 6, 2023

Sponsorship & Advertising Package













SPONSORSHIP







Sponsorships of the Niagara County Fair support programs that benefit the children, families, farmers, seniors and communities in Niagara County.

2023 Niagara County Fair Sponsorship Package

Sponsorship can be tailored to your business needs Sponsor a main event at the Fair **Grand Master of Fair**

\$3,500

- Press release mentions for sponsored event
- 2 vendor spaces
- 3 banners displayed prominently at the Fair
- Signage at gate admission booth
- 25 daily fair admission passes
- 2"x4" Business ad in Fair program
- 4 sponsorship mentions on social media

Master of Fair \$3,000

- Sponsor a main event at the Fair
- Press release mentions for sponsored event
- 1 vendor space
- 2 banners displayed prominently at the Fair
- 10 daily fair admission passes
- 3 sponsorship mentions on social media

Leader of Fair

- 2 banners displayed prominently at the Fair
- 10 daily fair admission passes

\$2,500

- **Partner of Fair** \$2,000
- 1 banner displayed prominently at the Fair
- 5 daily fair admission passes

All sponsorships tiers include: Contact

- Website logo placement
- Business logo included in Fair program (50K+ circulation)
- 2 Sponsorship announcements on CCE social media
- Sponsorship recognition in all Fair print advertising
- Listed in all Fair press releases as a sponsor
- Sponsorship announcements during the Fair
- Recognition at the CCE Annual Dinner

For complete details on the Fair and sponsorship perks, contact Vicki at vas68@cornell.edu or 716.433.8839 ext.229

Events

Available for

Sponsorship

Classic Car Cruise

4-H Livestock Auction

Dog Show

Opening Ceremony Toy Tractor Pull

Paul Bunyan Contest

Entertainment Shows

Advertise in &

around our Buildings Merchants Building

4-H Training Center

Ag Ed Building

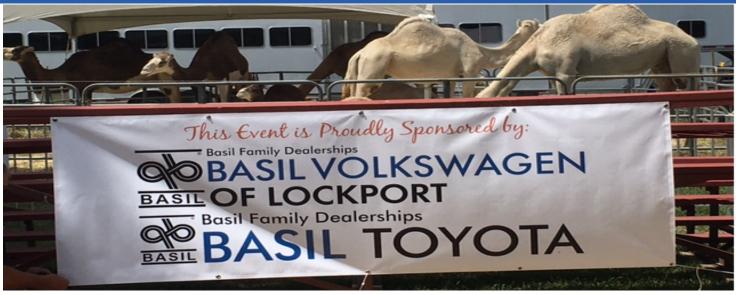
4-H Coliseum Livestock Building Small

Animal Building Equine

Buildings

4-H Closing Ceremony

ADVERTISING







Banner Advertising

The Niagara County Fair is a spectacular showcase of exhibits, shopping, live entertainment, food, and 4-H competitions.

Advertising at the Fair provides your business with the opportunity to connect with fairgoers over the course of 5 days.

\$150 - Barn area (in or around barns)

\$175 - Fence (along Fair entrance/exit)

\$200 - Food Area

\$300 - Merchant Building, Main Stage, Portable Stage

\$325 - Livestock Show Ring (livestock auction location)



^{*}Sponsors receive right of first selection for banner placement.

Banners are typically supplied by the business and cannot be larger than 3' \times 10' in size. For an additional cost of \$250, CCE will get a $3\times10'$ banner printed for your business. Banner must be dropped off at the Niagara County Fairgrounds no later than Friday, July 28th. Please pick up your banner at the administrative offices located at the fairgrounds after August 11th.



StateFarm

Thank you to our 2022 Fair Sponsors



Becky Thompson Agcy Inc Douglas E Thompson Agcy Inc



























Cornell Cooperative Extension | Niagara County

Growing Minds, Growing Communities