

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

Events Available for Sponsorship

Classic Car Cruise
4-H Livestock Auction
Dog Show

Opening Ceremony
Toy Tractor Pull
Paul Bunyan Contest
4-H Closing Ceremony
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

Contact

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

Grand Master of Fair \$3,500

- Sponsor a main event at the Fair
- 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 \$2,500

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

Partner of Fair \$2,000

- 1 banner displayed prominently at the Fair
- 5 daily fair admission passes

All sponsorships tiers include:

- 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

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' x 10' in size. For an additional cost of \$250, CCE will get a 3x10' 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



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A division of the Community Foundation
for Greater Buffalo

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Cornell Cooperative Extension | Niagara County

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