

Niagara County Fair

July 31 - August 4, 2024

Sponsorship & Advertising Package



SPONSORSHIP



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

2024 Niagara County Fair Sponsorship Package

Sponsorship can be tailored to your business needs

Events Available for Sponsorship

Classic Car Cruise
4-H Livestock Auction
Corn Hole Tournament
Toy Tractor Pull
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 \$4,000

- Sponsor a main event at the Fair
- Press release mentions for sponsored event
- 2 vendor spaces
- 3 banners displayed prominently at the Fair
- 25 daily fair admission passes
- Business ad in Fair program
- Sponsorship mentions on social media

Master of Fair \$3,500

- 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
- Sponsorship mentions on social media

Leader of Fair \$3,000

- Sponsor a smaller event at the Fair
- 2 banners displayed prominently at the Fair
- 10 daily fair admission passes
- Sponsorship mentions on social media

Partner of Fair \$2,500

- 1 banner displayed prominently at the Fair
- 5 daily fair admission passes
- Sponsorship mention on social media

All sponsorships tiers include:

- Website logo placement
- Business logo included in Fair program (50K+ circulation)
- 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.

- \$200 - Barn area (in or around barns)
- \$225 - Fence (along Fair entrance/exit)
- \$250 - Food Area
- \$320 - Merchant Building, Main Stage, Portable Stage
- \$350 - 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 26th. Please pick up your banner at the administrative offices located at the fairgrounds after August 12th.

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Thank you to our 2023 Fair Sponsors

Cornell Cooperative Extension | Niagara County

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