



SPONSORSHIP INFORMATION

Wicomico County Fair
August 16-18, 2024
Winterplace Park

About the Wicomico Fair:

The Wicomico Farm and Home Show partners with Wicomico County Recreation, Parks & Tourism to provide family friendly programming and county fair traditions. The Wicomico County Fair is a three-day event held at Winterplace Park with attendance of over 15,000 people. This event features programming that includes live entertainment, children's activities, car shows, livestock competitions, petting zoo, contests & competitions, agriculture displays, local food vendors, and so much more!

Best in Show – Presenting Sponsor - \$7500

- Premium space for your logo on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
→ **Please Note:** Must register as a sponsor by May 15th
- Press release announcing your sponsorship sent out to all major media outlets
- Name and/or logo placement in TV Commercial (if possible), press releases & promotional materials
- Name mention in media coverage whenever possible and appropriate
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Name mention in radio commercials
- Announcements from stage throughout the event
- Complimentary premium display space at the fair
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Opportunity to hand out promotional items at the entrance of the fairgrounds (sponsor provided)

Blue Ribbon Sponsor - \$5000

- Premium space for your logo on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
→ **Please Note:** Must register as a sponsor by May 15th
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Name and/or logo placement in promotional materials
- Announcements from stage throughout the event
- Complimentary premium display space at the fair

Zach Evans: 443-867-5185

OR

Tri Townsend: 410-603-9598



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Red Ribbon Sponsor - \$2500

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→ **Please Note:** Must register as a sponsor by May 15th
- Name and/or logo placement in promotional materials
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Complimentary premium display space at the fair

Premier Sponsor - \$1000

- Your logo on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
→ **Please Note:** Must register as a sponsor by May 15th
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Complimentary vendor registration

Supporting Sponsor - \$500

- Sponsor name listed on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
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- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Complimentary vendor registration

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