

IOSCO COUNTY AGRICULTURAL SOCIETY

P.O. Box 533
Hale, MI 48739
Fair President (989) 756-3538

Sponsor Sales Agent
(989) 728-3731
sponsorship@ioscocountyfair.com

2012 Iosco County Fair Sponsorship Agreement

Business Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail Address: _____

How would you like to be contacted next year? _____

Sponsorship Package Purchased (circle all appropriate items):

- | | | | |
|-------------------------------|-------|--------------------------------------|--------|
| -Business Card Book Ad: | \$ 40 | -Business card & placemat combo: | \$ 70 |
| -1/4 Page Book Ad: | \$ 60 | -1/4 Page & placemat combo: | \$ 90 |
| -1/2 Page Book Ad: | \$100 | -1/2 Page & placemat combo: | \$130 |
| -Full Page Book Ad: | \$200 | -Full Page & placemat combo: | \$230 |
| | | -Business Card & 2 Placemats: | \$100 |
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| -Placemat Ad (1 x 2.5 inch): | \$ 40 | -Placemat Ad (2 x 2.5 inch): | \$ 70 |
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 | | | |
| -3' x5' Fence Banner: | \$150 | | |
| -Pedal Pullers Sponsor: | \$100 | | |
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| -Rodeo Sponsorship: | \$200 | -Bump & Run Demo Derby: | \$200 |
| -Tractor/Truck Pulls Sponsor: | \$200 | | |
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| -Barnyard Express Sponsor: | \$250 | -Vicenta's White Tiger Show Sponsor: | \$300 |
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 | | | |
| -\$500 Package Sponsor: | \$500 | -\$1000 Package Sponsor: | \$1000 |
| | | -Other or Trade: | _____ |

Cost Total for Sponsor: \$ _____

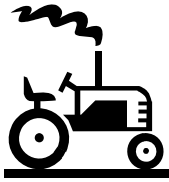
_____ Paid in Full

or _____ To Be Billed

Business Representative Date

Fair Board Representative Date

COMMENTS OR PROMO LAYOUT (use back of page if needed):



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2012 IOSCO COUNTY FAIR SPONSORSHIP OPPORTUNITIES

Fair Dates: July 30th thru August 4th

IOSCO COUNTY FAIR SPONSORSHIP PACKAGES

Any sponsors spending a combined sponsorship total of \$500 or more will be listed as a Major Fair Sponsor on the Iosco County Fair website and have a link to your web site created!

\$ 1000.00 Package (includes the following):

- ½ Page business promotion in Fair Premium book (5000 printed) and name listed as Sponsor in Trifold Schedule Fliers (7000 printed)
- 1 – 3x5 foot Banner displayed prominently during the fair week
- Listing as a Major Fair Sponsor in the Ogemaw Herald, Arenac Independent and Northland Ad-Liner Fair Ads (approximately 27,000 distribution)
- 5 Annual Fair Pass Packages that include: 5 Annual Fair Gate Passes & 5 Grandstand Mega-Passes that will get you into every grandstand event during the week including concerts, motorsport events and the rodeo.
- 7 Annual Fair Gate Passes
- Plaque on Signage Sponsorship Board
- Business name displayed on 1 Wooden Resting Bench placed around fairgrounds during the fair
- Larger, double size ad on one run of Restaurant Placements (12,000 printed)
- Sponsor listing on Fair Web Site for one year – listing left up all year long

\$ 500.00 Package (includes the following):

- ¼ Page business promotion in Fair Premium book (5000 printed) and name listed as Sponsor in Trifold Schedule Fliers (7000 printed)
- 1 – 3x5 foot Banner displayed prominently during the Fair Week
- Listing as a Major Fair Sponsor in the Ogemaw Herald, Arenac Independent and Northland Ad-Liner Fair Ads (approximately 27,000 distribution)
- Plaque on Signage Sponsorship Board
- 7 Annual Fair Gate Passes
- Sponsor listing on Fair Web Site for one year – listing left up all year long

\$ 300.00 Vicenta's White Tiger Show Co-Sponsorship (6 available)

Want to get hours of visibility while sponsoring a specific event? Here is an opportunity for you! This experience includes 2 – 20 to 30 minute shows per day Monday through Thursday, and 3 – 20 to 30 minute shows per day Friday & Saturday. Vicenta's circus style show includes six beautiful white tigers – 4 females and 2 males. This act promises to entertain both young and old with six rare white tigers! This act is very media friendly and will receive a lot of exposure.

Exhibit occurs Monday-Saturday (July 30 – August 4th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Annual Main Gate Passes to the entire week of the Iosco County Fair
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$ 250.00 Barnyard Express Show with Farmer John Co-Sponsorship

This tried and true show is returning again after being with the Iosco County Fair for 10+ years. Farmer John does three 30 minute shows each day of the fair and leaves his animals on display between shows. This is an educational show about barnyard animals and life on the farm. Children love the animals, the good clean humor, and participating in the show! Parents love to watch their children and we know from history that every show will have a great audience. **(2 co-sponsorships available)**

Shows occur Monday-Saturday (July 30 – August 4th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Annual Main Gate Passes to the entire week of the Iosco County Fair
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$ 200.00 Modified Tractor & Truck Pulls Co-Sponsorship (8 co-sponsorships)

In conjunction with the *Thumb Tractor Pulling Association* the Iosco County Fair Board is bringing tractor & truck pulls to the Iosco County Fair! Souped up, modified tractors and trucks along with a class of stock trucks will be competing for top prizes. This event has not occurred at the Iosco County Fair in over 15 years and therefore will be something new for folks of all ages to enjoy!

Event occurs Wednesday night (August 1st) and Package Includes:

- 1 - 3x5 foot Banner displayed at the event (we provide banner)
- 2 Grandstand passes to get into the event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$ 200.00 Bump & Run Demolition Derby Co-Sponsorship (8 co-sponsorships)

The Iosco County Fair Board is again teaming with *Unique Motor Sports* to bring this event to the Iosco County Fair for a third year! Also known locally as a Bump and Run contest, this event features cars in a Demolition Derby style event laid out on a track with curves and jumps. Followers of this event are numerous with many local contestants competing, and if last year is any indication - great crowds are expected along with an even greater number of contestants.

Event occurs Friday night (August 3rd) and Package Includes:

- 1 - 3x5 foot Banner displayed at the event (we provide banner)
- 2 Grandstand passes to get into the event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$ 200.00 Lost Nations Rodeo Co-Sponsorship (4 co-sponsorships)

Returning for their third year to the Iosco County Fair this rodeo company will bring new contestants in the events of Bull Riding and Barrel Racing. In addition, the widely popular audience participation events of Chute Dogging, Wild Horse Race, Mutton Busting, and a Calf Scramble for the kids will be returning. This event occurs on Saturday evening (August 4th) and Package Includes:

- 1 – 3x5 foot Banner displayed at the event (we provide banner)
- 2 Grandstand passes to get into the event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Mention as Co-Sponsor at the event

\$ 100.00 Children’s Tractor Pedal Pull Co-Sponsorship

Package includes (date and time yet to be determined):

- Mention as Co-Sponsor at the event
- Listing as event Co-Sponsor in the Iosco County Fair Premium Book, Fair Tri-fold Schedule Brochures, and all Placemats with Fair Schedules
- Opportunity to display your company’s banner (Sponsor provides banner)

FAIR PREMIUM BOOK SPONSORSHIP PRICES

*Includes mention as Sponsor in Fair Trifold Schedule Fliers as well

- | | |
|------------------------------|----------|
| 1. Business Card Size | \$ 40.00 |
| 2. ¼ Page | \$ 60.00 |
| 3. ½ Page | \$100.00 |
| 4. Full Page (inside) | \$200.00 |

OTHER OPPORTUNITIES

1. Restaurant Placemats (12,000 copies to be run.)

- Small ad size approximately 1 x 2.5 inches \$ 40.00
- Double size ad approximately 2 x 2.5 inches \$ 70.00

2. Combination Packages with Premium Book & Placemat Options:

- Business Card size in book & small placemat ad \$ 70.00
- ¼ Page in book and small placemat ad \$ 90.00
- ½ Page in book and small placemat ad \$ 130.00
- Full Page in book and small placemat ad \$ 230.00
- Business Card size in book & small placemat ad on two placemat runs \$ 100.00

3. Banner – 3’ x 5’ size \$150.00 (Displayed prominently during the fair)

4. Support of Fair Premium Payments:

For those interested in supporting the premium awards paid to winning entrants in various classes during the fair (be they domestic entries, youth entries, livestock or horses) you will receive a level of recognition based upon the size of the sponsorship you wish to make. Just let us know the dollar figure you have in mind and we will provide you options that are available.

For more information or to purchase a sponsorship package contact Dave or Carrie at:

Dave’s Computer Services
989-728-3731

***PLEASE NOTE: If sending your agreement back to Dave & Carrie via United States mail, and you are interested in a specific event sponsorship then please call them first to be sure that the sponsorship you are interested in is still available.