



“Cultivating the Next Generation”

2018 Sponsorship Opportunities

WHEN YOU THINK of a County Fair, what do you see?

Happy families? Prize livestock? Homemade pies? Midway fun and festival foods?

How about your company name? Do you see your name on a Sponsor’s Sign for all to see?

This year marks our 175th Anniversary. We are pulling out all the stops and continuing to bring new life to the Ontario County Fair, July 24th-28th. In addition to the traditional attractions, each day will have a unique theme targeting specific groups of people who could well be *your new customers*.

We kick off on Tuesday with “Fit Fair/Senior Day”, featuring attractions and exhibits appealing to health-conscious people of all ages.

On Wednesday, we honor the public employees who keep our homes safe, our streets clean, and our water supply healthy with “Public Servant Day”.

Thursday is “Remember When”, a nostalgic walk down Memory Lane featuring the sounds of the 50’s and 60’s, a dance contest, a classic car show, and historic presentations.

On Friday, we celebrate our local agriculture and its importance to Ontario County’s citizens. We salute the 4-H Club members who may well constitute the farmers of tomorrow.

To cap it all off, Saturday is “Family Day” when good times are planned for young and old alike.

And then we have a variety of grandstand attractions, from Demolition Derby and Truck and Tractor Pulls to Tuff Trucks and Stock Car Racing we truly do have something for everyone.

And you can be a part, even if you’ve never milked a cow, sewn a quilt, or baked a grape pie, because the Fair needs partners and sponsors.

To keep the Fair vital and growing with the times, we need better infrastructure, logistics, and most important, attendance. So we need to get the word out.

We continue to grow and foster our strong partnership with Ontario County 4-H. All of their programs are booming which means a growing fair presence year after year. Let’s face it youth is the future, and the forecast here is a bright one for many years to come.

For the past few years, we have worked hard to expand our reach through a variety of media, ranging from print to radio to social media to television and a few more in between. It is no exaggeration to say that by the time the gates open on the 24th, everyone in the surrounding area will have seen or heard about the Fair. This means, they could be hearing and seeing your company as a provider of entertainment, education, and good, old-fashioned family fun.

Study after study proves the benefit of County Fairs to the local economy and local citizens—the Fair is a positive good. We offer you a variety of ways to participate, and reap the good will and name recognition associated with it. To see the levels and benefits, please take a moment to look at the enclosed list.

“Ontario County: Cultivating the Next Generation.” Why not let the Ontario County Fair cultivate your business, too?

Yours truly,

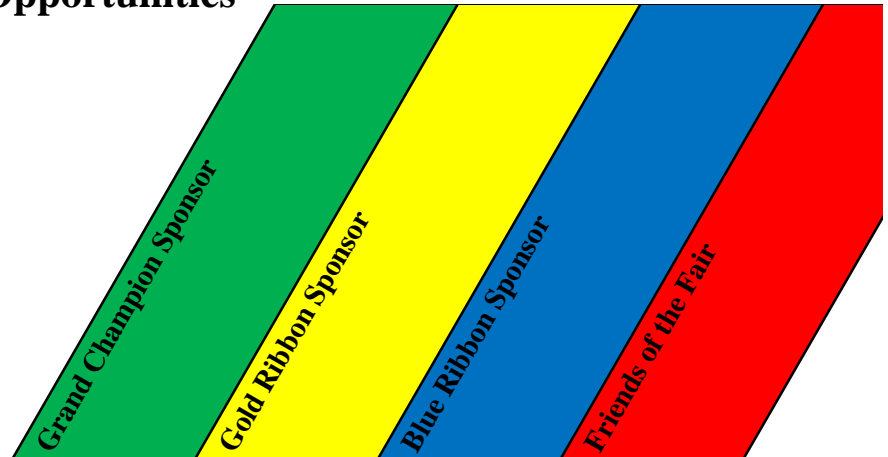
Casey Kunes



2018 Sponsorship Opportunities



"Cultivating the Next Generation"
July 24th - 28th, 2018



Sponsorship Level	\$ 1,000.00	\$ 500.00	\$ 250.00	\$ 100.00
Signage Displayed Throughout Fairgrounds Year Round	Yes			
Identification as Grand Champion Sponsor	Yes			
Roadside & Entrance Display Sign the Day of Sponsored Event	Yes			
Sponsor Choice: Theme Day, Grandstand Event, Attraction, Building, or Show Arena	Yes			
Sponsor Choice: Attraction, Building, Show Arena, or Nightly Give-A-Way		Yes		
Dedicated Outside Display Area Week of the Fair	Yes			
Dedicated Display Area for Banners and/or Signs Week of the Fair	Yes	Yes	Yes	
Feature in Print Media	Yes	Yes		
Mention in Print Media	Yes	Yes	Yes	Yes
Feature on Social Media Pages	Yes			
Mention on Social Media Pages		Yes	Yes	Yes
Tower Suite Tickets to Grandstand Event Day of Sponsored Event (limited sponsorships available)	Yes			
Tower Suite - Food and Non-Alcoholic Beverages Provided	Yes			
10 Grandstand Tickets to Grandstand Events for <i>Your</i> Sponsor Day	Yes	Yes		
Recognition in Audio Promotions Throughout the Day and Event	Yes	Yes	Yes	
Parking Passes to the Fair (Quantity Reflects Sponsor Package)	Yes	Yes	Yes	Yes
Signage Displayed Throughout Fair	Yes	Yes	Yes	Yes
Logo Displayed Throughout the Year on Fair's Website	Yes	Yes	Yes	Yes
Listing as Sponsor of the Fair Including Business Information on Fair's Website	Yes	Yes	Yes	Yes

***Custom Sponsorship Opportunities Available to Meet *Your* Needs**

Listed benefits may be subject to change without notice



"Cultivating the Next Generation"

Yes, We Are Excited to be a Part of the 2018 Ontario County Fair!

Grandstand Event Featured Night Sponsorships

- Tuesday: Extreme HeliFreaks
- Wednesday: Land of Legends Stock Car Races – Special Double Points Night
- Thursday: Tuff Trucks by Kirby’s Kompound
- Friday: Lucas Oil Truck & Tractor Pull by Empire State Pullers
- Saturday: Garden Tractor Pulls, Demolition Derby and Fireworks

Arena or Area Sponsorships (All Week)

- Youth Livestock Show Ring
- Youth Horse Arena
- Music Hall
- Any Barn (Horse, Draft Horse, Rabbit, Dairy, Beef, Swine, Sheep, Poultry)
- Vendor’s Hall
- Exhibitors Hall
- Ontario County Sheriff K-9 Demonstration
- Ontario County Sheriff Display

Featured Attraction Sponsorships (All Week)

- America’s Show Camels
- Party Animal’s – Petting Zoo
- The Magic Trunk - Sylvia Fletcher, Ventriloquist
- Model Train Display
- Chainsaw Carver – Jennifer Black
- Ontario County Sheriff DWI Demonstration

Featured Event Sponsorships

- Ice Cream Social
- Pie Baking Contest
- 4-H Rooster Crowing Contest
- “Bossy Bingo”
- Senior Citizens Bingo
- Antique/Classic Car Show
- 50’s – 60’s Dance Contest
- Talent Show/ Battle of the Bands
- Denim & Lace – Line Dancing Performance
- Taste of the Finger Lakes – Wine, Beer and Local Foods
- 4-H Barbeque Contest
- Nightly Give-A-Way

Nightly Bands

- Tuesday–Flint Creek
- Wednesday – TBD
- Thursday – Ruby Shooz
- Friday – Eddie Lee and Closing Time
- Saturday – Slo Riders

Competition Sponsorships

- Beef Cows, Cavy, Dairy Cows, Draft Horses, Goats,
- Horses, Meat Birds, Poultry, Rabbits, Sheep, Swine
- Flowers, Fruits, Vegetables,
- Adult Crafts, Youth Crafts, Handy Work

Sponsorship: Grand Champion (\$1000) Gold Ribbon (\$500) Blue Ribbon (\$250) Friends of the Fair (\$100) Other

Organization Name: _____

Contact Name: _____ **Phone #:** _____ **Email:** _____

Address: _____ **City:** _____ **State:** _____ **Zip Code:** _____

Please choose the opportunity that best meets your needs and return by Tuesday, May 15th with payment to:

**Ontario County Agricultural Society
PO Box 324
Canandaigua, NY 14424**



Have questions? Need more information? Contact us!

Casey Kunes: (585)727-0948 casey@hemdalefarms.com or Sara Chappell: (585) 330-8363 chaps@heiserusa.com

Events may be subject change or update without notice