

McHENRY COUNTY FAIR FOUNDATION

January 2020



Dear McHenry County Community Member,

The primary mission of the McHenry County Fair Foundation is to raise funds in support of the McHenry County Fair. Since 1949, the McHenry County Fair has strived to promote and educate the community in the science of agriculture, horticulture, household arts, and family living. The fair encourages people of all ages to compete and exhibit projects during the annual fair and fosters an atmosphere of friendship and community. The McHenry County Fair Association is instrumental in promoting tourism in McHenry County with its facilities used by 4-H and the general public throughout the year.

The McHenry County Fair FOUNDATION is actively seeking members and/or businesses in our community willing to help support the events, activities and infrastructure at the McHenry County Fairgrounds. This year's fair will be held August 4th thru August 9th. We are excited to add some new events, along with welcoming back events and performers who have made previous fairs successful.

The fair association has been working for several years to improve the fairground infrastructure and build its entertainment program to better serve its 80,000 visitors per year and growing. All donations are put towards infrastructure, educational activities, or entertainment during the fair.

We also wanted to let you know that there are vendor opportunities for your business at the Fair. This would offer your company a way to showcase your business and let people know what products or services your company has to offer. Please see our website www.mchenrycountyfair.com or call 815-338-5315 for further information.

In keeping with the traditions of past fairs and looking to the exciting opportunities for future fairs, we are asking for your support to continue to provide agricultural awareness to the community along with fun, family events. Please look over the enclosed sponsorship opportunities and consider supporting the McHenry County Fair.

If you or your company is unable to make a monetary donation, please consider an in-kind donation. The Fairgrounds is always in need of help with painting, landscaping, gutters, wood or building materials, concrete or blacktop work, mulch, printing, signage, equipment donation or usage during special projects, etc. In addition to the in-kind donation value being recognized on the appropriate sponsorship level, we would be happy to put a sign next to the item you or your company sponsored at the fair grounds for all visitors to see.

The McHenry County Fair FOUNDATION is a 501(c)(3) organization. Please contact Diane Hellyer at the fair office with any questions.

Thank you,

Susan Simons, Secretary
McHenry County Fair Foundation

McHenry County Fair Foundation is a 501(c)(3) non-profit organization.
P.O. Box 375, Woodstock, Illinois 60098 ▪ (815)338-5315 ▪ info@mchenrycountyfair.com

GRANDSTAND EVENT SPONSORSHIP OPPORTUNITIES

RODEO SPONSOR- \$2,500 (2 AVAILABLE)

- Listed in fair book and on website as sponsor
- Direct link to website from the fair website
- Your company sponsorship mentioned in announcements at fair
- Special recognition by announcer during rodeo
- Your name displayed on electronic sign in front of fair
- Sponsorship mentioned in fair advertising
- ½ page ad in fair book
- Your company name/logo on rodeo tickets
- 1 of your '2x4 banners to be displayed during fair*
- Customized ticket package \$350 value**

BUCKING CHUTE SPONSOR- \$800 (6 AVAILABLE)

- Listed in fair book and on website as sponsor
- Chute Gate Banner '2x6*
- Your company sponsorship mentioned in announcements at fair
- Special recognition by announcer during rodeo
- ¼ page advertisement in fair book
- Customized ticket package- \$150 value**

DEMOLITION DERBY SPONSOR- \$2,500 (2 AVAILABLE)

- Listed in fair book and on website as sponsor
- Direct link to website from the fair website
- Your company sponsorship mentioned in announcements at fair
- Special recognition by announcer during demo
- Your name displayed on electronic sign in front of fair
- Sponsorship mentioned in fair advertising
- ½ page ad in fair book
- Your company name/logo on demo derby tickets
- 1 of your '2x4 banners displayed during fair*
- Customized ticket package \$350 value**

TRACTOR PULL SPONSOR- \$2,500 (2 AVAILABLE)

- Listed in fair book and on website as sponsor
- Direct link to website from the fair website
- Your company name mentioned in announcements at fair
- Special recognition by announcer during event
- Your name displayed on electronic sign in front of fair
- Sponsorship mentioned in fair advertising
- ½ page ad in fair book
- Your company name/logo on tractor pull tickets
- 1 of your '2x4 banners to be displayed during fair*
- Customized ticket package \$350 value**

CONCERT PARTNER- \$1,500 (12 AVAILABLE)

- Name/ logo on 1 of 2 stage side banners. (your company will be 1 of 6 on the banner, logo placement is not guaranteed)
- Listed in fair book and on website as sponsor
- Your company sponsorship mentioned in announcements during fair
- Your company name displayed on electronic sign
- Customized ticket package \$225 value**

CONCERT HEADLINER- \$5,000 (1 AVAILABLE)

- 4x40 banner across top of stage during concert
- Listed in fair book and on website as sponsor
- Direct link to your website from fair website
- Business card ad in fair flyer
- Your company sponsorship mentioned in announcements during fair
- 1 of your '4x8 banner displayed on grandstands during fair*
- Your company name displayed on electronic sign
- Your company sponsorship mentioned in local fair/ concert advertisement
- Your company logo on concert tickets
- Customized ticket package \$500 value**

**Sponsor provides banner.*

*** Customized ticket package for grandstand and/or admission tickets. Please contact the fair office for more information.*

DON'T SEE A LEVEL THAT FITS YOUR NEEDS? CALL THE FAIR OFFICE AND WE WILL BE HAPPY TO WORK WITH YOU TO CUSTOMIZE YOUR OWN SPONSORSHIP.

2020 McHENRY COUNTY FAIR

AUGUST 4 – AUGUST 9, 2020

SPONSORSHIP OPPORTUNITIES

SUGGESTED SPONSORSHIP LEVELS

SEED SOWER - \$50

- Listed in Fair Book and website as a sponsor.

CULTIVATOR - \$150

- Listed in Fair Book and website as a sponsor.
- One business card size advertisement in the Fair Book.

HAYMAKER – \$300

- Listed in Fair Book and website as a sponsor.
- Business card advertisement in the Fair Book.
- YOUR 2'X4' Banner displayed at the Fair.*
- **\$50 ticket value

HARVESTER – \$ 500

- Listed in Fair Book and website as a sponsor.
- ¼ page advertisement in the Fair Book.
- YOUR 2'X4' Banner displayed at the Fair.*
- Your company sponsorship mentioned in announcements during the Fair.
- **\$ 100 ticket value

**Sponsor provides banner.*

*** Customized ticket package for grandstand and/or admission tickets. Please contact the fair office for more information.*

FAIR GROWER- \$5,000

- Listed in fair book and website as sponsor
- Full page advertisement in fair book
- Direct link to your website from fair website
- Business size ad in Fair Flyer
- 2 of YOUR '2x4 banner displayed at the fair*
- 1 of YOUR '4x8 banner displayed on grandstands during fair*

BARN RAISER - \$1,000

- Listed in Fair Book and website as a sponsor.
- ½ page advertisement in the Fair Book.
- 2 of YOUR 2'X4' Banners displayed at the Fair.*
- Your company sponsorship mentioned in announcements during the Fair.
- Your name displayed on the electronic sign in front of the fair.
- Name on golf cart used during fair
- **\$200 ticket value

RAIN MAKER - \$2,500

- Listed in Fair Book and website as a sponsor.
- Full page advertisement in the Fair Book.
- Business card size ad in the Fair Flyer.
- 3 of YOUR 2'X4' Banners displayed at the Fair.*
- Your company sponsorship mentioned in announcements during the Fair.
- Your name displayed on the electronic sign in front of the fair.
- Direct link to your website from the fair website.
- Your company sponsorship mentioned in local Fair advertising.
- Named as grounds entertainment sponsor—see list of entertainment
- ** \$350 ticket value

- Your name displayed on electronic signs in front of the fair
- Your company sponsorship mentioned in local fair advertising.
- Named as grounds entertainment sponsor -- see list of entertainment
- ** \$500 ticket value
- Your company sponsorship mentioned in announcements during fair.

LIST OF GROUNDS ENTERTAINMENT

- Chainsaw Artist
- Banana Derby
- Lumberjack Show
- Agriculture Trivia Tractor
- Magic Mike

***See back side for more information**



- Listed in the Fair Book and website as a sponsor

- Full page advertisement in fair book

- 2 of YOUR '2x4 banner displayed at the fair

- 1 of YOUR '4x8 banner displayed on grandstands during fair

- Direct link to your website from fair website

- Your name displayed on electronic signs in front of fair

- \$500 ticket value

\$5,000

FAIR GROWER



- Listed in the Fair Book and website as a sponsor

- 3 of YOUR '2'x4' Banners displayed at the Fair.

- Full page advertisement in the Fair Book.

- Your company sponsorship mentioned in local Fair advertising.

- Direct link to your website from the fair website.

- Name as grounds entertainment sponsor

- \$350 ticket value

\$2,500

RAIN MAKER



- Listed in Fair Book and website as a sponsor.

- 1/2 page advertisement in the Fair Book.

- 2 of YOUR '2x4 banners displayed at the fair

- Your company sponsorship mentioned in announcements during the fair

- Your company name on golf cart used during the fair

- \$200 ticket value

\$1,000

BARN RAISER



- Listed in Fair Book and website as a sponsor

- 1/4 page advertisement in the Fair Book.

- YOUR '2x4 banner displayed at the fair

- Your company sponsorship mentioned in announcements during the fair

- \$100 ticket value

\$500

HARVESTER



- Listed in Fair Book and website as a sponsor

- Business card size advertisement in the Fair Book.

- YOUR '2x4 banner displayed at the fair

- \$50 ticket value

\$300

HAY MAKER

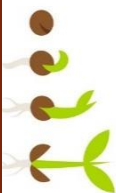


- Listed in fair book and on website as sponsor.

- One business card size advertisement in the fair book

\$150

CULTIVATOR



- Listed in Fair Book and website as a sponsor

\$50

SEED SOWER