

McHENRY COUNTY FAIR FOUNDATION



April 2021

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, Scouts, Community Service Groups, and the general public throughout the year.

During these trying Pandemic times where McHenry County Fair has had to shut down their normal operations, such as the county fair, outside rentals, etc., we have still strived to provide community support by donating our building and grounds to such groups as the Woodstock Rotary for blood drives, the Patriot Service Groups for a monthly food bank distribution center, local cub scout groups to host leaders meetings and scout events, and soon McHenry County Health Department will work with the National Guard to Host drive through clinics here on the fairgrounds.

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 3rd thru August 8th. 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.

In keeping with the traditions of past fairs and looking to the exciting opportunities for future fairs, we are asking for your support to help us 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.

We also wanted to let you know that there are vendor opportunities for your business at the Fair. This offers 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.

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 M. Simons

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

2021 McHENRY COUNTY FAIR

AUGUST 3 – AUGUST 8, 2021

SPONSORSHIP OPPORTUNITIES

SUGGESTED SPONSORSHIP LEVELS

SEED SOWER - \$50

- Listed on social media and website as a sponsor

CULTIVATOR - \$150

- Listed on social media and website as a sponsor
- 3 Facebook posts before fair

HAYMAKER - \$300

- Listed on social media and website as a sponsor
- 3 Facebook posts before fair
- YOUR 2'X4' Banner displayed at the Fair*
- \$50 ticket value**

HARVESTER - \$ 500

- Listed on social media and website as a sponsor
- 5 Facebook posts before fair
- 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.*

BARN RAISER - \$1,000

- Listed on social media and website as a sponsor
- 10 Facebook posts before fair
- 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 on social media and website as a sponsor.
- 20 Facebook posts before fair
- 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 options
- \$350 ticket value **

FAIR GROWER - \$5,000

- Listed on social media and website as sponsor
- 20 Facebook posts before fair
- Direct link to your website from fair website
- Business size ad in Fair Flyer
- 2 of YOUR 2'x4' banner displayed at the fair*
- 1 of YOUR 4'x8' banner displayed on grandstands during fair*
- 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 options
- Your company sponsorship mentioned in announcements during fair
- \$500 ticket value **

LIST OF GROUNDS ENTERTAINMENT

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

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GRANDSTAND EVENT SPONSORSHIP OPPORTUNITIES

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

- Listed on social media and 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
- 20 Facebook post before fair
- Your company name/logo on rodeo tickets
- 1 of your 2'x4' banners to be displayed during fair*
- Customized ticket package \$350 value**

BUCKING CHUTE SPONSOR - \$800 (6 AVAILABLE)

- Listed on social media and website as sponsor
- Chute Gate Banner 2'x6'*
- Your company sponsorship mentioned in announcements at fair
- Special recognition by announcer during rodeo
- 5 Facebook posts before fair
- Customized ticket package- \$150 value**

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

- Listed on social media and 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
- 20 Facebook posts before fair
- Your company name/logo on demo derby tickets
- 1 of your 2'x4' banners displayed during fair*
- Customized ticket package \$350 value**

* Sponsor provides banner.

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

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

- Listed on social media and 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
- 20 Facebook posts before fair
- Your company name/logo on tractor pull tickets
- 1 of your 2'x4' 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 on social media and website as sponsor
- Your company sponsorship mentioned in announcements during fair
- Your company name displayed on electronic sign in front of the fair
- 10 Facebook posts before fair
- Customized ticket package \$225 value**

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

- 4x40 banner across top of stage during concert
- Listed on social media and 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 4'x8' banner displayed on grandstands during fair*
- Your company name displayed on electronic sign in front of the fair
- Your company sponsorship mentioned in local fair/ concert advertisement
- Your company logo on concert tickets
- 20 Facebook posts before fair
- Customized ticket packed \$500 value**

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.

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McHENRY COUNTY FAIR FOUNDATION

501(C)(3) ORGANIZATION

SPONSORSHIP COMMITMENT

THANK YOU for sponsoring the McHenry County Fair!

We ask that all Sponsorship Commitments with payment and digital logos/advertisements be submitted to the fair no later than **June 1, 2021**.

(Commitments received after this date might be subject to decreased Media posts and exclusion from advertising materials if already sent to print)

Banners must be delivered to the fair by July 15, 2021.

Business Sponsor's name (as it should appear in promotion): _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Please check one:

- Seed Sower \$50 Cultivator \$150 Haymaker \$300 Harvester \$500 Barn Raiser \$1,000
 Rain Maker \$2,500 Fair Grower \$5,000

Please circle your grounds entertainment choice (Rain Maker and Fair Grower only)

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

Grandstand Events

- Bucking Chute Sponsor \$800 (6 available) Rodeo Sponsor \$2,500 (2 available)
 Demo Derby Sponsor \$2,500 (2 available) Tractor Pull Sponsor \$2,500 (2 available)
 Concert Partner \$1,500 (12 available) Concert Headliner \$5,000 (1 available)

Please make checks payable to:

McHenry County Fair Foundation

P.O. Box 375

Woodstock, IL. 60098

Or Charge:

VISA MasterCard Discover

Account # _____ - _____ - _____ - _____ Exp. Date ____/____

Signature: _____

Office use only: Ad Banner Logo Customized Ticket Package Website Link

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