

2021 SPONSOR OPPORTUNITIES



The NEW

LINCOLN COUNTY FAIR

July 2-4, 2021

Friday & Saturday – 10am to 9pm
Sunday – 10am to 5pm

*Join us for
An Old-Fashioned 4th of July Celebration*

The earlier you join as a sponsor, the more visibility we can offer!



All events held at the Lincoln County Commons (Fairgrounds)
633 NE 3rd St, Newport, OR 97365

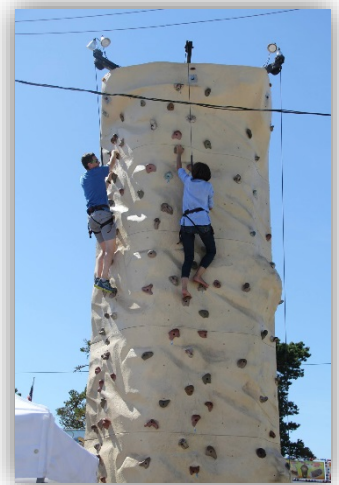
GIVING THAT GIVES BACK

Lincoln County has spoken: The New Lincoln County Fair is fun, family-friendly, and a fantastic promotion of our county's diverse riches! Attendance continues to rise and vendors, entertainers, participants of all types are eager to return for another year. Don't miss out on your chance to be part of the fun and promote your business or organization!

Marketing Targets

A broad cross section of media is targeted to promote the Lincoln County Fair and its sponsors. Potential sources include but are not limited to:

- Radio, including all local AM and FM stations and regional wherever possible
- Print media – Newport News-Times, The News Guard, Oregon Coast Today, Chamber of Commerce newsletters, Pacific Skinny, etc.
- Online news sources – newslincolncounty.com, www.co.lincoln.or.us and more
- The Lincoln County Fair website: www.thelincolncountyfair.com
- Official Fair Guide available onsite and delivered to local residents
- Social Media: Facebook, Twitter and so forth
- Other online sources – event calendars, Chamber websites, City websites, etc.
- Television (tentative)



Sponsorship Benefits Beyond Visibility

Beyond your company or organization being seen and heard about through pre-event advertising and promotion, being a Sponsor of the Lincoln County Fair offers the opportunity to:

- be known as a community member who cares about ALL of Lincoln County
- contribute to positive youth development by helping ensure a thriving Fair so 4-H members and other youth can continue the tradition of showing off their projects of all types
- support local artists, musicians, crafters, makers, performers and all sorts of other members of the creative community in sharing their talents with others
- enable new revenue opportunities that contribute to a healthy and diverse economy
- enhance cross-community communication so that the entire county knows about its many riches

Don't miss your chance to be one of the foundational sponsors of The NEW Lincoln County Fair. You can help transform this event into a true Celebration of Lincoln County!

SPONSORSHIP OF THE FAIR

Details about each of these Fair Sponsorship Opportunities are provided on the pages that follow. We would also be pleased to work with you to design a custom package to meet your needs. Publicity will include a wide variety of radio, print and online promotions.

Grand Champion – \$5000: top billing on all publicity, ½ page in Fair Guide, extensive onsite promotion, free exhibit booth, banners onsite, logo on website, free material distribution

Champion – \$3000: prominent billing on all publicity, ¼ page in Fair Guide, top billing for sponsored day, free exhibit booth, banners onsite, logo on website, free material distribution

Blue Ribbon – \$2000: extensive promotion in selected area, 1/8 page in Fair guide, free exhibit booth, banners onsite, logo on website

Red Ribbon – \$1000: logo in Fair guide and on website, banner onsite

White Ribbon – \$500: logo in Fair guide and on website

Community Supporter – \$100: listing in Fair Guide and on website

Open Class or 4-H Award Sponsor – \$50-100: sponsor specific special awards with cash or prizes; your company will be paired with a compatible award category

Friend of the Fair – \$50: listing in Fair Guide

RODEO AND OTHER ARENA EVENTS

The New Lincoln County Fair arena events offer another prime opportunity to promote your business or organization. Banners can be displayed at the arena throughout the Fair with additional locations available around the Commons (Fairgrounds).

Title – \$6000: top billing arena event advertising, mention in all press releases, banners at event, frequent promotions by announcer during event, logo and publicity on website and in Fair Guide (1 available)

Platinum Event – \$1250: announcer recognition during event and after event; logo prominently featured in Fair Guide, on website, and rodeo poster; ten tickets to VIP Rodeo & BBQ tickets (4 available)

Gold Chute – \$1000: announcer recognition during event and when chutes are active, recognition in Fair Guide and on website, and rodeo poster (6 available)

Silver Award – \$750: announcer recognition during awards, logo on website and in Fair Guide, banner in arena (8 available)

Bronze Additional – \$500: Bull Fighters (1 available), Pickup Men (1 available)

Arena Banner Sponsor – \$100 w/ your banner, \$150 and we make a banner, displayed at arena

Custom Sponsorship – \$???: you tell us your budget and needs, we'll tailor a package to meet them!



WELCOME TO THE NEW ERA

A Celebration of Community

Fairs may have started out as a celebration of the harvest and end of a season, but today's demographics demand a broader focus that offers a community the chance to showcase the diversity of its riches. And if it's diversity you want – Lincoln County is a great place to come! From fishing and marine research to science and education to art, music and tourism, the richness of our county is remarkable!



The NEW Lincoln County Fair embraces not just animals and agriculture but all of the many exciting facets of our county. From Yachats to Otis and from Newport to Burnt Woods – we want everyone involved!



Ongoing growth in attendance – up to 15,000 in 2016 – confirms that free admission benefits everyone. **FREE ADMISSION FOR EVERYONE** not only ensures equal access for everyone in our county, it encourages the many summer visitors to the Central Coast to come join in the fun. They have nothing to lose and will discover a whole lot to gain!

We acknowledged up front that this new model is not a revenue producer. We also believe that sometimes redirection takes drastic action and we are willing to continue taking that risk. Having seen how community members like you stepped up last year, we are more certain today than ever before that we made the right decision. We all want to see our county flourish, and The NEW Lincoln County Fair is one way we can positively contribute to our area's economic health and community spirit.

As a Fair Sponsor, you will be partnering with us to bring together our communities and celebrate Lincoln County's riches. We know community support is the most important aspect of conducting a successful, sustainable, long-term event and we thank you for helping make the Lincoln County Fair a success!



GRAND CHAMPION



The Grand Champion Presenting Sponsor offers the opportunity to show your community pride with generous support of all activities at The NEW Lincoln County Fair. You will be prominently recognized in a wide variety of media opportunities as well as onsite during the Fair.

Grand Champion Sponsor - \$5000

- Top-level billing as Grand Champion Sponsor
- 1/2-page advertisement in Official Fair Guide
- Extensive marketing presence as Grand Champion Sponsor in media such as radio, print and online, including use of logo wherever possible
- 10x10 Premium exhibitor booth location, indoor or outdoor (larger size available)
- Public announcements onsite throughout Fair
- Up to 5 banners at Fair (you provide) displayed prominently around Fairgrounds
- Acknowledgement in all media releases
- High-profile internet exposure with logo and link to/from official Fair website
- Extensive presence in social media promotions
- Free distribution at Fairgrounds gates of promotional giveaways (you provide)



CHAMPION



As a Champion Sponsor you make it possible for everyone to have free entry into the Fair for one of its three days. This important support demonstrates your commitment to your county, its residents and their many wonderful undertakings to be celebrated at the Fair.

Champion Sponsor - \$3000

- Billing as Champion Sponsor with option to “adopt” a day and be billed as making Free Admission possible for that day at the Fair
- 1/4-page advertisement in Official Fair Guide
- Extensive marketing presence as Champion Sponsor in media such as radio, print and online, including use of logo wherever possible
- Free 10x10 exhibitor booth, indoor or outdoor
- Public announcements onsite throughout the Fair
- Up to 3 banners at Fair (you provide) displayed prominently around Fairgrounds
- Acknowledgement in media releases
- High-profile internet exposure with logo and link to/from official Fair website
- Extensive presence in social media promotions
- Free distribution at Fairgrounds gates of promotional giveaways (you provide) on your sponsored day

** We will work with you to custom design a Champion Sponsor package to suit your needs!*



BLUE RIBBON



Blue Ribbon Sponsor packages allow you to target where your support is recognized by choosing to sponsor a specific venue or activity at the Fair. Many opportunities are available and we'd be happy to custom design an opportunity to suit your needs.

Blue Ribbon Sponsor - \$2000

- Billing as Blue Ribbon Sponsor with option to “adopt” a designated building or activity at Fair
- 1/8-page advertisement in Official Fair Guide
- Free 10x10 exhibit booth space, indoor or outdoor
- Banner displayed prominently at chosen sponsored location (you provide) plus one additional banner elsewhere on fairgrounds
- Marketing presence as Blue Ribbon Sponsor in promotions and at adopted location
- Mention in related media releases
- High-profile internet exposure with logo and link to/from official Fair website
- Presence in social media promotions, in particular all posts related to sponsored area

Possible venues and activities to sponsor:

- Outdoor music/performance stage
- Main exhibit hall
- Outdoor arena
- High-profile music acts
- Entertainers such as jugglers, magicians, etc
- 4-H Building
- ??? – you tell us!



RED, WHITE AND BEYOND

Various other sponsorship packages are available to fit any budget and desired target. Every contribution small or large helps make the Fair a success. Join us in making this year's event a true Celebration of Lincoln County and all it has to offer.

Red Ribbon Sponsor - \$1000 (unlimited opportunities)

- Billing as Red Ribbon Sponsor
- Listing in Official Fair Guide including logo
- Banner displayed at Fairgrounds (you provide)
- High-profile Internet exposure with logo and link to/from official Fair website
- Presence in social media promotions



White Ribbon Sponsor - \$500 (unlimited opportunities)

- Billing as White Ribbon Sponsor
- Listing in Official Fair Guide including logo
- Banner displayed at Fairgrounds (you provide)
- High-profile internet exposure with logo and link to/from official Fair website

Community Supporter - \$100 (unlimited opportunities)

- Billing as Community Supporter
- Listing in Official Fair Guide
- Logo and link on official Fair website

Open Class or 4-H Award Sponsor - \$50-100 (unlimited opportunities)

- Pairing with compatible award category and recognition in exhibit display area
- Listing in Exhibit Guide for sponsored award category
- In-kind prize donations also accepted

Friends of the Fair - \$50 (unlimited opportunities)

- Billing as Friend of the Lincoln County Fair
- Listing in Official Fair Guide



SPONSOR COMMITMENT FORM

New Lincoln County Fair Sponsor

___ Grand Champion Sponsor \$5000

___ Champion Sponsor \$3000

___ Blue Ribbon Sponsor \$2000

___ Red Ribbon Sponsor \$1000

___ White Ribbon Sponsor \$500

___ Community Supporter \$100

___ Award Sponsor \$50-100

___ Friend of the Fair \$50

___ Custom Sponsorship \$ _____



Rodeo/Arena Event Sponsor

___ Title Sponsor \$6000

___ Platinum Event \$1,250

___ Gold Chute \$1,000

___ Silver Award \$750

___ Bronze \$500

___ Arena Banner Sponsor \$150

___ Custom Sponsorship \$ _____

Contact Information

Business/Organization: _____

Contact Person: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment

Please make checks payable to the Lincoln County Fair.

Payment through In-Kind Services may be available. Please discuss with your Fair representative.

Please Return Form and Payment to:

The Lincoln County Fair
1211 SE Bay Blvd
Newport, OR 97365

Questions? Contact:

Todd Williver 541-648-6815