



## Sponsorship Fact Sheet

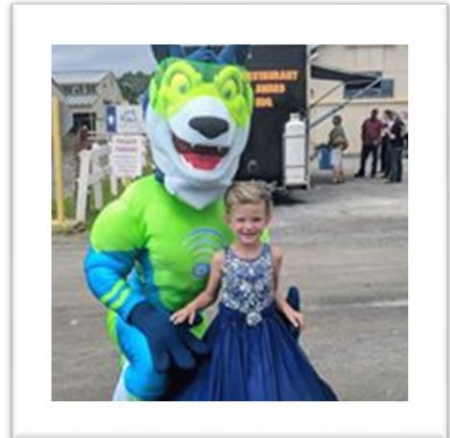
**WHO:** Rockbridge Regional Fair and Expo &  
Miss Rockbridge Fair Pageant

**WHEN:** Pageant is August 8, 2020 at 12pm;  
Fair is August 27-29, 2020

**WHERE:** Pageant is at Rockbridge County High School;  
Fair is at Locher Pavilion, 515 9<sup>th</sup> Street, Glasgow, VA

**WHAT:** Rockbridge Regional Fair and Expo (RRFE) is your community's fair! The RRFE board was formed in 2016 and is committed to bringing 3 days of family fun and special memories to Rockbridge County and the surrounding areas. Our goal is to serve as the front porch in our community. We are a 501(c)(3) non-profit organization and are almost entirely funded by corporate and private sponsorship. Additionally, we hold an independent Pageant to encourage our young folks become confident, well-spoken and poised community members.

**AUDIENCE:** We work hard to bring activities, demonstrations, shows and competitions for all ages and interests. Last year we brought over 8,000 community members together for livestock shows, concerts, horse shows, activities and our expo!



**SPONSORS:** We know that your charitable dollars are in high demand and short supply during an unprecedented year worldwide. We need you to be our hero at any level of sponsorship to keep our fair alive and give our community something to look forward to each year! Marketing of your contribution will be targeted to your prime audience through banners on the fairgrounds, social media posts, advertising on our website, in our Fair Book and on our Volunteer t-shirts. Our recent portfolio of sponsors has included local utility providers, food and beverage businesses, livestock and equestrian businesses, retailers, banks and individuals. We hope that you will join us in keeping agriculture, education and good family fun a mainstay of our community!

**FAIR & PAGEANT SPONSORSHIP OPPORTUNITIES AVAILABLE:** From \$100 to \$4,000

P.O. Box 758, Lexington, Virginia 24450

Janelle Vess | 540.460.0061 | [fair@rockbridgefairandexpo.org](mailto:fair@rockbridgefairandexpo.org)

# RRF&E SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition throughout Rockbridge County and the surrounding areas and will put your company's name, logo and link front and center in our community!

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our fairgoers and participants
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile cause that promotes agriculture, commerce, innovation and community in and around Rockbridge County.

Pageant Sponsors will have their advertising targeted specifically during the Pageant, unless another Sponsorship level is selected, then you will receive all those benefits as well!!!

**\*\$200 Level:** Your logo will appear on all Pageant print material, on our website and Facebook page, and be announced at the age level sponsored! You may also provide an additional prize to the winner of your age division.

There are 4 opportunities at this level: Ages 16-19; Ages 13-15; Ages 9-12; Ages 6-8

**\*\$100 Level:** Your logo will appear on all Pageant print material, on our website and Facebook page, and be announced at the age level sponsored! You may also provide an additional prize to the winner of your age division.

There are 2 opportunities at this level: Ages 3-5; Ages 0-2

Want to customize something beyond what you see here? So do we! Call or email Janelle to find out how we can tailor your sponsorship to meet your needs!

Janelle Vess | 540.460.0061 | [fair@rockbridgefairandexpo.org](mailto:fair@rockbridgefairandexpo.org) | [www.rockbridgefairandexpo.org](http://www.rockbridgefairandexpo.org)

	Barnraiser	Harvester	Cultivator	Seed Sower	Farm & Family
Value	\$4,000	\$2,500	\$1,000	\$500	\$250
Sponsorships Available	3	6	10	Unlimited	Unlimited
Recognition as title sponsor in all RRFE communications and materials	✓				
Category exclusivity	✓	✓			
Mentions on all RRFE-related television and/or radio commercials	✓	✓			
<b>**All information due by June 1 to be sure your logo &amp; ad appear in our Fair Book**</b>					
<b>Name and logo placement:</b>					
Volunteer t-shirts	Extra Large Logo	Large Logo	Medium Logo	Small logo	Name
All fair collateral and	Logo	Logo	Logo		

	Barnraiser	Harvester	Cultivator	Seed Sower	Farm & Family
advertisements (online & paper)					
Logo and link on website	Logo/link	Logo/link	Logo/link	Logo/link	Name/link
Banners hung at fair (sponsor provides)	2 Large	2 Large	1 Large	1 Large	
Signage at event	Large Logo	Logo	Logo	Logo	Name
Fair Book	Presenting Logo + Full Page Ad	Logo + ½Page Ad	Logo + Business Card Ad	Name	Name
<b>Promotion:</b>					
Fair website with link	Logo	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Business Facebook page tagged in all RRFE posts	✓	✓	✓		
<b>Fair Week Benefits:</b>					
Free Vendor spaces	3 spaces	2 spaces	1 space	1 space	1 space
Announcements throughout the fair	5	3	2	1	
Option to provide awards for winners of your sponsored category	✓	✓	✓	✓	
Photo opportunity with Livestock/Expo/Entertainers /Pageant participants	✓	✓	✓		
<b>Year Long Benefits:</b>					
Ability to have members on fair committees	✓	✓			
Generate goodwill within your community	✓	✓	✓	✓	✓

# SPONSORSHIP FORM

Please fill out the following form to confirm your chosen sponsorship level. Completed forms may be completed and returned to Rockbridge Regional Fair and Expo at [fair@rockbridgefairandexpo.org](mailto:fair@rockbridgefairandexpo.org) or by mail to RRFE, P.O. Box 758, Lexington, VA 24450. Please don't hesitate to contact us with any questions 540.460.0061.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

## SPONSORSHIP OPPORTUNITIES:

\_\_\_\_\_ \$4,000 Barnraiser Sponsor

\_\_\_\_\_ \$2,500 Harvester Sponsor

\_\_\_\_\_ \$1,000 Cultivator Sponsor

\_\_\_\_\_ \$500 Seed Sower Sponsor

\_\_\_\_\_ \$250 Farm & Family Sponsor

\_\_\_\_\_ \$200 Pageant Sponsor

\_\_\_\_\_ \$100 Pageant Sponsor

## PAYMENT INFORMATION:

\_\_\_\_\_ Please send me an invoice (payable by check or Square)

\_\_\_\_\_ I have enclosed a check made payable to the Rockbridge Regional Fair and Expo (or RRFE)



THANK YOU FOR YOUR SUPPORT!

Once we receive your completed sponsorship form, RRFE staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos to [fair@rockbridgefairandexpo.org](mailto:fair@rockbridgefairandexpo.org).

All materials will be sent for your approval before going to print.

\$ \_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date