



Sponsorship Fact Sheet

WHO: Rockbridge Regional Fair and Expo

WHEN: Dates To Be Determined!

WHERE: Locher Pavilion, 515 9th St, Glasgow, Virginia

WHAT: Rockbridge Regional Fair and Expo (RRFE) is your community's fair! RRFE 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.



AUDIENCE: We work hard to bring activities, demonstrations, shows and competitions for all ages and interests. In 2019 we brought over 8,000 community members together for livestock shows, concerts, horse shows, activities and our expo! While COVID has brought a lot of fun to a standstill, we are still planning ways to keep our fair exciting while keeping our community safe!



SPONSORS: We need you: our community's corporations, businesses and individuals interested in supporting the Rockbridge Regional Fair and Expo through monetary donations and/or in-kind donations. Your marketing 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, non-profits, retailers and banks.

SPONSORSHIP OPPORTUNITIES AVAILABLE: From \$100 to \$4,000

P.O. Box 758, Lexington, Virginia 24450
Janelle Vess | 540.460.0061 | 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 our youth, 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!

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	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	✓	✓			
All information due by June 1 to be sure your logo & ad appear in our Fair Book					
Name and logo placement:					
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
Promotion:					
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	✓	✓	✓		
Fair Week Benefits:					
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	✓	✓	✓		
Year Long Benefits:					
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 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.

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

\$ _____
Total Sponsorship Commitment

Authorized Sponsor Signature

Date