



Dear Potential Sponsor,

Thank you for your interest in the Sonoma-Marin Fair! 2018 marks the 79th year of this treasured tradition celebrating agriculture and community. We are excited to share that the Sonoma-Marin Fair attracts visitors from all of Northern California, with excellent attendance coming from both Sonoma and Marin Counties. The Sonoma-Marin Fair is not only known as a premier community event, but has also gained International notoriety from the World's Ugliest Dog[®] Contest.

This year's theme 'Beyond the Milky Way,' is sure to inspire a fun, family-oriented event for all to enjoy. We know that 2018 will be out of this world and look forward to providing the perfect venue for families to create new memories, showcase their livestock and youth projects, and enjoy premier entertainment each night of fair.

As an official Fair Sponsor, your organization has the opportunity to reach a broad and receptive audience, as well as become a part of a cherished fair tradition. Please take a moment to review the many benefits and levels of becoming a Sonoma-Marin Fair Sponsor to determine what package best fits your needs. Guidelines are provided for each level and can be modified to meet your specific goals.

As we continue to expand and add new opportunities to businesses, I encourage you to visit our 'New Opportunities' web page for specific information and availability. Please visit sonoma-marinfair.org/newopportunities. We continue to offer additional social media advertising, online advertising, and more inclusion in our annual marketing collateral. It is our goal to demonstrate the great value in showcasing your business or organization in new and effective ways.

I look forward to helping you plan a successful sponsorship that will help fulfill your marketing goals. If you have any questions please do not hesitate to contact me at ceo@sonoma-marinfair.org or 707-283-3266. See you at the Fair!

Sincerely,

E. Post

Erin Post
Chief Executive Officer
Sonoma-Marin Fairgrounds & Event Center



175 Fairgrounds Drive, Petaluma, CA 94952 • 707-283-FAIR (3247) • 707-283-3250 (fax) • info@sonoma-marinfair.org

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Marketing Efforts

Sponsorship reach varies with each custom sponsorship package. Here are some of the ways which we can promote and showcase your business through your partnership with the Sonoma-Marin Fair.

Naming Rights; it may be a particular location, building, entertainment event or even your named day at the Sonoma-Marin.

Banner placement; most sponsorship packages allow for the opportunity to have banner placement on site during the Sonoma-Marin Fair. Spots have been reserved to placements of logos on the main concourse banners during the Fair.

Logo placement; logos can be placed on Fair posters, in the Fair Program, in the Schedules of Events, Fair website Sponsor Page.

Business presence at the Sonoma-Marin Fair; as a sponsor you have the opportunity to sign up to use our sponsors booth in the Main Exhibit Building during the annual Fair. Hand out brochures, information to our fair patrons.

“Voice of the Fair”; announcements over the PA system acknowledging your sponsorship during Fair hours to our guests.

Social Media recognition; recognition through a variety of social media outlets; Facebook, Twitter, Snapchat, Instagram and our email newsletters.

Tickets and attendance opportunities; all sponsors receive the benefit of tickets to the annual Fair, the opening night VIP Reception and other items which vary by sponsorship package.

MISSION STATEMENT

The Sonoma-Marin Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the citizens of California, especially the youth of Sonoma and Marin counties. This is achieved by providing education, entertainment and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California’s agricultural heritage.

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2018 SONOMA-MARIN FAIR SPONSORSHIP PACKAGES

These wonderful sponsorship opportunities provide exposure to 65,000 Fair attendees and an expansive marketing reach through the Sonoma-Marin Fair marketing program; take advantage of this opportunity today!

Presenting Sponsor

The generous investment of **\$10,000** will provide *your company* with the following benefits:

- Your Named Day of the Fair!
Your day will be included in all schedules and promotional materials
- Naming Rights to a Location or Attraction; to be included in Promotional Material
- 6 Invitations to the VIP Reception (*Opening Night*)
- Placement of 3 banners, maximum size 10' x 3' (*to be provided by sponsor*)
- Logo Placement on Fair posters (*Distributed throughout Marin and Sonoma County*)
- Logo placement in the Fair Program (*Distributed to 10,000+ Households*)
- Logo placement in the Schedules of Events (*Distributed to all Fairgoers*)
- Inclusion of your logo on our Website Sponsor Page
- Inclusion of Business Name with the Event or Special Feature which you sponsor on Website
- Opportunity to distribute promotional products on your Day of the Fair
- 20 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- 80 Complimentary Fair Admission Tickets
- 4 Season Parking Passes
- Access to Lunch in the VIP Lounge (4 Days)
- 2 Boosted Facebook Posts recognizing your sponsorship and the 'Day of Fair' you Sponsor
- Recognition on our Social Media Platforms (Facebook, Instagram, Twitter, Snapchat)
- Inclusion of your logo in a pre-fair newsletter (2) (*10,000+ subscribers*)
- 1 Concourse Banner with your Logo, displayed for the duration of the Fair
- Newsletter Spotlight on your Sponsorship and Sponsored Location or Attraction (1)
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

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Continued on the Next Page



Premier Sponsor

The generous investment of **\$5,000** will provide *your company* with the following benefits:

- Naming Rights to a Location or Attraction; to be included in Promotional Material
- 4 Invitations to the VIP Reception (*Opening Night*)
- Placement of 2 banners, maximum size 10' x 3' (*to be provided by sponsor*)
- Logo Placement on Fair posters (*Distributed throughout Marin and Sonoma County*)
- Logo placement in the Fair Program (*Distributed to 10,000+ Households*)
- Logo placement in the Schedules of Events (*Distributed to all Fairgoers*)
- Inclusion of your logo on our Website Sponsor Page
- Inclusion of Business Name with the Event or Special Feature which you sponsor on Website
- 15 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- 40 Complimentary Fair Admission Tickets
- 2 Season Parking Passes
- Access to Lunch in the VIP Lounge (4 Days)
- 1 Boosted Facebook Post recognizing your sponsorship and the special feature your sponsoring
- Recognition on our Social Media Platforms (Facebook, Instagram, Twitter, Snapchat)
- Inclusion of your logo in a pre-fair newsletter (1) (*10,000+ subscribers*)
- 1 Concourse Banner with your Logo, displayed for the duration of the Fair
- Newsletter Spotlight on your Sponsorship and Sponsored Location or Attraction (1)
- 1 Boosted Facebook Post recognizing your Sponsored Location or Attraction
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

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Perpetual Sponsor

The generous investment of **\$2,500** will provide *your company* with the following benefits:

- Naming rights to a Special Event or Fair Feature
- 2 Invitations to the VIP Reception (*Opening Night*)
- Placement of 2 banners, maximum size 10' x 3' (*to be provided by sponsor*)
- Logo Placement on Fair posters (*Distributed throughout Marin and Sonoma County*)
- Logo placement in the Fair Program (*Distributed to 10,000+ Households*)
- Logo placement in the Schedules of Events (*Distributed to all Fairgoers*)
- Inclusion of your logo on our Website Sponsor Page
- Inclusion of Business Name with the Event or Special Feature which you sponsor on Website
- 10 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- 20 Complimentary Fair Admission Tickets
- 1 Season Parking Pass, 2 Single Day Parking Passes
- Access to Lunch in the VIP Lounge (2 Days)
- 1 Boosted Facebook Post recognizing your sponsorship and the special feature your sponsoring
- Recognition on our Social Media Platforms (Facebook, Instagram, Twitter, Snapchat)
- Inclusion of your logo in a pre-fair newsletter (1) (*10,000+ subscribers*)
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

Winner's Circle

The generous investment of **\$1,500** will provide *your company* with the following benefits:

- Placement of 2 Banners, maximum size 10' x 3' (*to be provided by sponsor*)
- Logo placement in the Fair Program (*Distributed to 10,000+ Households*)
- Logo placement in the Schedules of Events (*Distributed to all Fairgoers*)
- Inclusion of your logo on our Website Sponsor Page
- 5 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- 16 Complimentary Fair Admission Tickets
- 1 Season Parking Pass
- 1 Invitation to the VIP Reception
- Access to Lunch in the VIP Lounge (2 Days)
- Recognition on our Social Media Platforms
- Inclusion of your logo in a pre-fair newsletter (1) (*10,000+ subscribers*)
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

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Supreme Champion Sponsor

- The generous investment of **\$1,000** will provide *your company* with the following benefits:
- Placement of 1 Banner, maximum size 10' x 3' *(to be provided by sponsor)*
- Logo placement in the Fair Program *(Distributed to 10,000+ Households)*
- Logo placement in the Schedules of Events *(Distributed to all Fairgoers)*
- Inclusion of your logo on our Website Sponsor Page
- 12 complimentary Fair admission tickets
- 3 single day parking passes
- 1 Invitation to the VIP Reception
- Access to Lunch in the VIP Lounge (2 Days)
- Recognition on our Social Media Platforms
- Inclusion of your logo in a pre-fair newsletter (1) *(10,000+ subscribers)*
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

Grand Champion Sponsor

The generous investment of **\$750** will provide *your company* with the following benefits:

- Placement of 1 banner, maximum size 10' x 3' *(to be provided by sponsor)*
- 1 Invitation to the VIP Reception
- 8 complimentary Fair admission tickets
- 2 single day parking pass
- Inclusion of your logo on our Website Sponsor Page
- Sponsor recognition plaque in your honor – for display at your business or office
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

Best of Show Sponsor

The generous investment of **\$500** will provide *your company* with the following benefits:

- Placement of 1 banner, maximum size 10' x 3' *(to be provided by sponsor)*
- 1 Invitation to the VIP Reception
- 5 complimentary Fair admission tickets
- 1 single day parking pass
- Inclusion of your logo on our Website Sponsor Page
- Sponsor recognition plaque in your honor – for display at your business or office
- Benefit from publicity, promotion, and marketing generated for the Sonoma-Marin Fair

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New Opportunities

As a past sponsor, you're receiving a look at the new and exciting sponsor opportunities *a la carte* as options to add to your current sponsorship package or you're welcome to make changes you would like as well. Let's plan a meeting so we can discuss these opportunities in person and create a sponsorship package that works best for you and your business!

- **Daily Presenting Sponsor:** Your Named Day of the Fair! Available Fair Days:
 - Kid's Day
 - Senior's Day
 - Family Day

- **Naming Rights/Presenting Sponsor;** *it may be a particular location, building, entertainment event or Current Buildings and attractions available:*
 - *Shopping Pavilion*
 - *Chef and Demonstration Stage (Located within Wine Garden)*
 - *Herzog Hall*
 - *Livestock Barns and Show Rings (Sheep, Swine, Dairy Cattle)*
 - *Home Brew Competition*
 - *North of the Gate Wine Competition and Tasting*
 - *Mind Works! Entertainment*
 - *Butterfly Pavilion*
 - *Tractor Pulls*
 - *Sadie the Balloon Lady*
 - *Buck Trout Puppet Show*
 - *Comedy Industries*
 - *Daily Contests and Events*
 - *Information Booth*

- **Logo placement;** *logos can be placed on Fair posters, in the Fair Program, in the Schedules of Events, Fair website Sponsor Page. **New** logo placement opportunities:*
 - Printed Tickets
 - Agriculture Education Banners (throughout livestock area)
 - 'Monster Mural' – a new attraction for Fairgoers of all ages

- **Social Media recognition;** *recognition through a variety of social media outlets; Facebook, Twitter, Snapchat, Instagram and our email newsletters. Possible new opportunities for social media advertising:*
 - SnapChat Filter

**Pricing for each item available upon request.*

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PARTNER WITH THE SONOMA-MARIN FAIR

Thank you for taking the time to read more about the opportunities for partnership there are with the Sonoma-Marin Fair. If you have any unanswered questions, would like to receive a formal proposal with items or for a budget target, please contact me today or fill out and return the form below.

Please check the appropriate box and return by January 15th, 2018:

- I would like to schedule a meeting to discuss 2018 Sponsorship Opportunities
- I would like to keep my sponsorship the same in 2018, please send the contract to:

Contact Person

Contract Signers Name, if different

Company Name

Address

Phone

Fax

Email

Please complete and return to confirm your intent to sponsor. Based on the information provided, we will generate an official Sponsorship Contract, which will be sent to the address listed above. You may return your intent to sponsor by email, mail or fax.

Contact Information

Erin Post, CEO

Sonoma-Marin Fair
175 Fairgrounds Drive
Petaluma, CA 94952

Phone: 707-283-3247

Fax: 707-283-3250

Email: ceo@sonoma-marinfair.org

Website: www.sonoma-marinfair.org

Board of Directors: Ruth McClure, Inverness – President ♦ James Burleson, Petaluma ♦
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