

# Phelps County Fair



[www.phelpscountyfair.com](http://www.phelpscountyfair.com)

Stacy Yoakum - Phelps County Fair Board President

Dear Friend of the Fair,

Greetings from the Phelps County Fair Board. We are writing to you in regards to a great sponsorship opportunity for you and your company.

The Phelps County Fair is held annually in late summer and is a 501 c3 non-profit organization established in 1947. Our mission is to promote the interest of agriculture and the home arts in the youth of Phelps County and to provide a quality county fair that will allow children and adults alike to participate in and enjoy. We currently have over 100 4-H and FFA youth exhibiting their projects, such as livestock and crafts, as well as over 8,000 patrons who visit annually. It is our goal to provide all our guests and exhibitors with a window to Phelps County's Agricultural Heritage.

The fair is run strictly by volunteers and operates with the help of sponsorships and donations. Without the help of our sponsors we would not be a fair at all. This is where you come in. We are writing to ask if you would be willing to be one the great sponsors for the 2018 fair. This will be a tax deductible investment that can benefit both the fair and your business. This year is our 71<sup>st</sup> year and we want it to be spectacular. Your sponsorship will go towards different expenses such as events, tickets, trophies, building supplies, entertainment and more. When you become a sponsor of the fair, we will gladly display a sign with your business name and logo at the fair as well as in some of our advertising. This is a unique way to achieve your business marketing, advertising and public relations goals. Please look over the contents of this packet and see which level of sponsorship would be right for you. Each level has its own unique appeal and benefits.

If you are interested in becoming one of the great sponsors of the Phelps County Fair, please complete and return the attached form or contact the Sponsor Chairman, Terri Yates, at 573-578-9832. Any sponsorship or donations to the fair would be greatly appreciated. We look forward to hearing from you soon.

Thank You,

Sponsorship Committee of  
the Phelps County Fair  
Board

***Please take a look at our different sponsorship levels and opportunities. You may choose something specific to sponsor or just choose to donate to our fair. Any way you wish to add to our fair would be greatly appreciated. Rest assured your sponsorship will be used wisely!!***

### **Every level of sponsorship includes:**

- Name and logo placed on our website, visible throughout the year of sponsorship.
- Banner (supplied by you) displayed at sponsored event.
- Invitation to and recognition at annual Appreciation Dinner.
- Recognition as a sponsor in print ads for the 2018 fair.

### **\$5,000 Diamond Level Sponsor**

#### **In addition to the items granted to each sponsor, you will also receive:**

- 20 Season Passes to the 2018 fair (\$500 value)
- Reserved seating for 10 at events of your choice (if desired).
- The opportunity to display your products or services during the 4 days of the fair. The location can be decided at time of sponsorship.
- The opportunity to rename one venue location at the 2018 fair with your company's name (i.e. "**Your Company Stage at the Grove**").
- On stage recognition at all events during the fair.
- Recognition as a sponsor in radio and print ads for the 2018 fair.
- One time usage of the fair grounds for whatever you choose (company party, private party, etc). This is based on availability, so please reserve early (\$1500 value).
- Your banner or 3 x 5 sign placed on the fairgrounds (provided by you).

### **\$2,500 Ruby Level Sponsor**

#### **In addition to the items granted to each sponsor, you will also receive:**

- 10 Season Passes to the 2018 fair (\$250 value).
- Reserved seating for 10 at sponsored event (if desired).
- An opportunity to display your products or services during the 4 days of the fair. The location can be decided at time of sponsorship.
- Recognition as a sponsor in radio and print ads for the 2018 fair.
- Your banner or 3 x 5 sign placed on the fairgrounds (provided by you).
- On stage recognition at sponsored event

### **\$1,000 Platinum Level Sponsor**

#### **In addition to the items granted to each sponsor, you will also receive:**

- 6 Season Passes to the 2018 fair (\$150 value).
- Reserved seating for 6 at sponsored event
- On stage recognition at sponsored event.

### **\$500 Gold Level Sponsor**

#### **In addition to the items granted to each sponsor, you will also receive:**

- 4 Season Passes to the 2018 fair (\$100 value).
- On stage recognition at sponsored event.

### **\$250 Silver Level Sponsor**

#### **In addition to the items granted to each sponsor, you will also receive:**

- 2 Season Passes to the 2018 fair (\$50 value).

### **\$100 Bronze Level Sponsor**

#### **In addition to the items granted to each sponsor, you will also receive:**

- 1 Season Passes to the 2018 fair (\$25 value).

### **\$50 Friend of the Fair**

- Name placed on friends of the fair banner (will be displayed on fairgrounds)

***In-kind donation:*** any donations such as building supplies or prizes are greatly appreciated and will be used wisely.

# 2018 The Phelps County Fair Sponsorship Program

Company \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_  
Email \_\_\_\_\_

Complete form and return to Phelps County Fair, P.O. Box 833, Rolla, MO 65402.

**2018 Phelps County Fair Sponsorships levels: (see attached for details of levels)**

- |  |   |
|--|---|
| <input type="checkbox"/> \$5,000 Diamond Level Sponsor                             | <input type="checkbox"/> \$250 Silver Level Sponsor |
| <input type="checkbox"/> \$2,500 Ruby Level Sponsor                                | <input type="checkbox"/> \$100 Bronze Level Sponsor |
| <input type="checkbox"/> \$1,000 Platinum Level Sponsor                            | <input type="checkbox"/> \$50 Friend of the Fair    |
| <input type="checkbox"/> \$500 Gold Level Sponsor                                  | <input type="checkbox"/> In-kind Donation           |
| <input type="checkbox"/> Bill Me    -or- <input type="checkbox"/> Payment enclosed | check number _____                                  |

**Circle the event your donation will sponsor: (see attached for description of opportunities):**

- |                      |                        |                        |                         |
|----------------------|------------------------|------------------------|-------------------------|
| • Carnival Rides     | • Demo Derby           | • Kids Games           | • Shuttle Service       |
| • Livestock, Judging | • Truck & Tractor Pull | • Super Farmer         | • Musical Entertainment |
| • Figure 8 Racing    | • ATV Race             | • Home Arts            | • Pageants              |
| • Diaper Derby       | • Building Fund        | • Trophies & Ribbons   | • Talent Show           |
| • Barns & structures | • Food Tickets         | • Cook-off Competition | • General Expenses      |

Thank you for taking the time to review this sponsorship packet. Remember- all donations are tax-deductible and anything you provide us with will be greatly appreciated.

***This sponsorship directly supports youth and agriculture in Phelps County and does not include an ad in the fair book. Fair books are printed by a third party and advertisements in the book support the production of the fair book. Thank you.***

# Opportunities:

**Motor Sports & Pit Events** - By far the largest draw at the fair, motor sports and pit events are a great sponsorship choice to have your name in front of a crowd. The top level sponsorship, \$5,000 will allow you exclusive naming rights to the Pit Area for all 4 days of the 2018 fair. A sponsorship at any level will ensure your company name is displayed on a banner you provide to be seen by all who attend. Sponsorship is needed to advertise events, for the prize pay out to participants and trophies (if trophies are awarded). Specific events will be determined when the contracts are negotiated.

-> **Demo Derby** - A Crash'em Smash'em event. Annually, the Demo Derby has been the biggest draw at the Phelps County Fair. The grandstands are filled to capacity. The Pit area is lined with vehicles and viewers. Several classes of cars compete to make it to the feature with hopes of winning the cash prize.

-> **A TV Race** - In this part of the country, almost everyone has an A TV and they want to prove their A TV can beat their neighbor's A TV. Riders race head to head to get the best time from start to finish. 2012 was the first year for this event. It is back in 2017 by popular demand. Winners receive a trophy or cash prize depending on event and age of rider.

-> **Figure 8 Demo Derby Racing**- Just like it sounds, derby cars race in the shape of an 8 and cross paths in the center, also known as the "crossover". Focus is needed to successfully navigate through the crossover and crashes are common .

*\*\*\*All events are subject to change. Sponsor will be notified if the event of their choosing is removed/replaced.*

**Livestock Arena and Judging** - Bucket calves, steers, dairy cattle, beef cattle, goats, rabbits, chickens and the livestock categories go on! A livestock sponsorship will provide the premiums granted to the participants who show livestock at the fair. First, second, and third prize ribbons as well as cash prizes are awarded to the exhibitors. Your name will be displayed in the Livestock section of the fair book for the category you sponsor. Sponsorship at any level allows your banner to be displayed at the barns during judging. The top level sponsorship of \$5,000 will allow you exclusive naming rights to the barn of your choice for all 4 days of the 2018 fair.

**Trophies & Ribbons**- Home Arts & livestock participants receive trophies and ribbons in various categories. A trophies and ribbons sponsor's company banner will be displayed at the barns or home arts building.

**Kids Games**- Kids need to keep busy. Each day of the fair, there are a number of free activities and games to keep kids entertained. Sure, there is cotton candy and free carnival rides, but nothing beats an old-fashioned three legged sack race or egg toss. The events vary from year to year, and in the past, kids have hunted for days before the fair to find just the right frog to compete in the frog jump or turtle to win the turtle race. Moms and dads watch from the side lines and cheer as each child competes. Nearly 100 kids participate in the games daily. Our kids games are run by volunteers. Sponsoring this 4 day event would provide the equipment used in the games and prizes for the winners. Also provided by your sponsorship are bragging rights and self-esteem boosts to the winners. Your name will be displayed on a banner each day of the event. Kids and parents will know that you support the youth of Phelps County.

**Talent Show**- Local talented performers of all ages compete against each other for a cash prize. As a talent show sponsor, you will pay the prizes awarded to the contestants. Your banner will be displayed at the event and your company name announced on stage.

**Super Farmer Competition-** Two divisions, Super Farmer and Super Teen Farmer. Sponsorship pays for advertising, supplies and prizes. Fast paced and fun to watch as co-ed teams attempt to finish farm-oriented chores with the quickest time. Events vary from year to year; in the past events were gate hanging, hay toss, egg gathering vegetable patch, milking, water tank hustle, wheel barrel dash, and post setting. Also provided by your sponsorship are super farmer bragging rights to the winners. Your sponsorship ensures your company banner will be displayed at the event.

**Shuttle Service-** Each night PCF provides free shuttle service to and from the front gate to the parking areas. Nearly every one of the more than 2,000 nightly visitors rides one of our 3 shuttles. The shuttles run constantly from 6 pm until almost midnight. On Saturday, the number of shuttle riders triples as shuttle service runs from late morning until midnight. By supporting the shuttle service, your business name will be displayed on each of the shuttles and your business name will appear on a banner at the front gate. Your donation will be used to provide fuel and make repairs to the shuttles.

**Home Arts-** Exhibitors of all ages enter displays in categories such as edible goods like cakes, breads, cookies, jam & jelly making, pickle & meats canning; agricultural categories such as fruits, vegetables, flowers and herbs; clothing and textile arts categories such as quilting, sewing, weaving, knitting; and in other categories such as scrap booking, model building, welding and electrical displays. First, second, and third prize ribbons as well as cash prizes are awarded to the exhibitors. A sponsorship of \$100 will cover one category in one of the 4 divisions. Sponsorship at any level allows your banner to be displayed inside the Home Arts Building (if space allows, or outside the building if necessary). The top level sponsorship of \$5,000 will allow you exclusive naming rights to the Home Arts building for all 4 days of the 2018 fair.

**Musical Entertainment-** Sponsoring Musical Entertainment provides a venue for exposure for local musical artists and bands. Today, one of these bright stars may be playing on a stage at a county fair, and tomorrow they may be gracing the radio with their talent or performing in Nashville. The top level sponsorship of \$5,000 will allow you exclusive naming rights to the Grove Stage for all 4 days of the 2018 fair. A sponsorship at any level will ensure your company name is displayed on a banner you provide to be seen by all who attend. Banners for other sponsors will be displayed, but none as prominent as the top level sponsor.

**Diaper Derby-** An exciting event added at the 2012 fair, the diaper derby brings out lots of cute, quick little crawlers. In each of the 3 age divisions, sweet little boys take off crawling like tiny NASCAR drivers at the Daytona 500, and angelic baby girls go from 0 to 60 in mere seconds toward the finish line to win a prize. Lots of cheers from the crowd as each crawler blows across the official race track. Your company banner will be proudly displayed at this event. Sponsorship covers the age-appropriate gift bags for the winning bundles of joy as well as advertising for the event.

**Pageants-** Every little girls dream is to be a princess, every little boy, a prince. By sponsoring the Phelps County Fair Pageants, you provide that opportunity for dozens of girls, and a few little boys. Participants compete in various divisions from newborn to age 21. Winners receive a tiara (or crown) and a sash. The Royalty represents Phelps County Fair for an entire year in parades, ribbon cuttings and at other community events. Older divisions display a talent on stage and participate in a group dance. Sponsorship for the pageants provides the funds to furnish the winner with the royal accouterments. Your banner will be displayed at Wednesday's Queen & Princess Pageant and Saturday morning at the Toddler pageant.

**Building Fund-** The fairgrounds were built 70 years ago, each year new additions and improvements are made to keep the grounds safe and enjoyable for the public. This year's needs include new lighting around the grounds and especially in the parking and gate areas. Building #1 is one of the oldest buildings on the property and is showing its wear. Funds are needed to improve the structure of the building and the lighting/electrical work inside. Past year's Grove Project provided a changing room for the pageant participants and entertainers; as well as upgrades to various barns for the safety of the visitors. By sponsoring building projects, your company name will forever be displayed on the building and grounds.

**Carnival Rides** - Phelps County Fair is one of the few remaining fairs to offer free carnival rides to visitors. The daily admission or season pass includes all the events on the grounds including free carnival rides. By sponsoring the carnival rides, your company will be helping to keep rides free for visitors. The fair board pays approximately a quarter of the total fair budget to the carnival company. There are no ride-tickets for parents to buy or keep track of at the Phelps County Fair, and no disappointed kids because they ran out of ride tickets. The carnival company has one of the best reputations in the industry for safety. A sponsorship at any level will ensure your company name is displayed on your company banner (provided by you) to be seen by all who attend. Banners for other sponsors will be displayed, but none as prominent as the top sponsor.

**Season Passes** - Get your company name in the hands of 4,000 potential customers! The lucky company who chooses this \$1,000 sponsorship will get their company name & logo displayed on the 4,000 season passes printed for the 2018 Phelps County Fair. Choosing to sponsor the season pass production, will advertise your company name and logo as a proud sponsor to every season pass holder. Your B&W vector (.eps) logo (supplied by you) may be added to the passes by the printer if you wish. Season passes are sold at various banks and local businesses. A popular sponsorship opportunity, it's sure to be one of the first sponsorships to be taken.

**Food Tickets** - Annually, the fair prints 40,000 food tickets to be sold to patrons at one of our food ticket booths. All food and drink sales are handled with tickets. This is easier for patrons as well as our food and drink workers. For a \$1,000 sponsorship, your company name will appear on each of the food tickets. Everyone needs to eat or drink and your company name on the ticket will be evidence that you support the Phelps County Fair.