



171ST BARRY COUNTY FAIR

JULY 15TH-20TH, 2023

LET'S STIRRUP SOME FUN AT THE 171ST BARRY COUNTY FAIR

The fair is a long-standing event during July in Barry County and the surrounding areas. We are proud of the over 1,200 4-H and FFA exhibitors that attend the fair every year. We had a wonderful year in 2024 with over 40,000 in attendance and no rain! We genuinely appreciate all the support from the businesses, our community, the many volunteers, the exhibitors and all the hours they put in to keep this great summer event going for future generations.

We would like to invite you to be a sponsor of the Barry County Fair. If you have ever attended other fairs in Michigan, you know that ours, with the grounds, 4-H members, volunteers, livestock, and livestock sale has been one of the best in Michigan. It's because of you, the sponsors, that this is possible. This year we would like to offer educational events with lots of entertainment value to our venue. With support from you we can continue to give back to our community, making our fair fun, educational and exciting for all the families that attend.

Enclosed are the assorted options we have to offer for sponsorships. We can work with you to make your sponsorship work for both of us. If you have any questions, please feel free to call us at (269)945-2224 or email us at barrycountyfair@yahoo.com

Sincerely,

The Barry County Fair Sponsorship Committee

2024 BARRY COUNTY FAIR

July 15th – 20th 2024

SPONSOR/ADVERTISER INFORMATION SHEET

As a 2024 Sponsor and/or Advertiser for the 171st. Barry County Fair, we would like the following information to enhance your business's participation.

PLEASE RETURN THIS SHEET AND A "BUSINESS CARD" AS SOON AS POSSIBLE.

SPONSORSHIP CHOICE (EVENT & DATE IF NEEDED) _____

PAYMENT ENCLOSED: (checks made payable to the Barry County Fair)

BUSINESS NAME: (please enclose a business card)

**INFORMATION YOU WOULD LIKE ANNOUNCED DURING THE FAIR AND/OR
GRANDSTAND EVENT:**

SILVER SPONSOR: \$600

As a Silver Sponsor, you are a co-host of a day of the fair. With each day being marked as a special day such as Kids Day, Veterans Day, Ladies Day, for example, the sponsor's money helps to make these days extra special.

Included in the Silver Sponsorship package:

- Fair Ticket package: (4) Complimentary VIP fair admission (4) Complimentary Grandstand admission
- Web advertisement on www.barryexpocenter.com with a link to your website.
- 3X8 banner displayed on the grounds during fair week.
- Announcements over P.A. system during the sponsored day. (must provide announcements)
- Mention of name on all fair brochures at top of page for day being sponsored.

GRANDSTAND SPONSOR: \$300

As a Grandstand Sponsor your money is used toward advertising the event planned for that evening.

Included in the Grandstand Sponsorship package:

- Fair ticket package: (2) Complimentary VIP fair admission (2) complimentary VIP Grandstand admission
- Web advertisement on www.barryexpocenter.com with link to your website.
- 2X6 banner on fence near grandstand
- Announcements over P.A. during the event
- Mention of name in brochure

WELCOME BANNER SPONSOR: \$300

Included in the Welcome Banner Sponsorship Package:

- Fair ticket package: (2) weekly passes for the fair week
- 2X6 banner on a "Welcome to the Barry County Fair" display
- Web advertisement on www.barryexpocenter.com with a link to your website
- Mention of name in fair brochure

BROCHURE ADVERTISEMENT: \$200

Included in the Brochure Advertisement package:

- Advertisement in the Barry County Fair brochure
- Web advertisement on www.barryexpocenter.com with a link to your website

PLATINUM SPONSOR: \$1,500+

As a Platinum Sponsor, you are helping to sponsor the bigger entertainment that is involved with fair week. These are the events that are known as the Grandstand entertainment. As a Platinum Sponsor we can keep the costs of these events to a minimum for the public so they can continue to enjoy the Barry County Fair.

Included in the Platinum Sponsorship package:

- Fair ticket package: (12) Complimentary VIP fair admissions (12) Complimentary Grandstand admissions
- Web advertisement on www.barryexpoctr.com with a link to your website
- 3x8 Banner printed and displayed on grounds during fair week
- Titled right to on grounds venue or one sponsored day
- Signage near sponsored ground venue
- Invitation to Fair Appreciation Dinner
- Announcements over P.A. system during the week of the fair as well as during specific event or venue
- Mention of name on all fair advertising
- Mention of name in any press pertaining to sponsored event(s)

GOLD SPONSOR: \$1,000

The Gold Sponsor plays a key role in the "Free-on-Grounds" entertainment. With this sponsorship the fair can offer several venues of entertainment free to the public.

Included in the Gold Sponsorship package:

- Fair ticket package: (6) Week admissions (6) Grandstand admissions (6) Fair admissions
- 3x8 banner displayed on grounds during fair week
- Web advertisement on www.barryexpoctr.com with a link to your website.
- Announcements over P.A. system during the week of the fair, as well as during specific event or venue
- Mention of name on all fair advertising
- Mention of name in any press releases pertaining to sponsored event(s)

DIAMOND SPONSOR: \$2,000+

As a Diamond Sponsor, you help keep the costs of fair events to a minimum for the public to continue to enjoy.

Included in the Diamond Sponsorship package:

- Fair ticket package: (20) Complimentary VIP Fair admissions (20) Complimentary Grandstand admissions
- Web advertisement on www.barryexpoctr.com with a link to your website (full Page)
- 3x8 Banner Printed and displayed on grounds during fair week
- Invitation to Fair Appreciation Dinner
- Announcements over P.A. system during the week of the fair, as well as during specific event or venue
- Mention of name on all fair advertising
- Mention of name in any press releases pertaining to sponsored event(s)
- Title Right to one grandstand event and one sponsored day