



Re: Othello Fair Sponsorship

We have started planning for the 2020 Othello Fair. There are many advantages to being a fair sponsor. Supporting an exciting, old-fashioned, country fair creates a positive environment which associates your company with wholesome family fun, good entertainment, and pride for local family farms and agriculture. Your good will demonstrate community connectedness that is priceless. Fair Sponsorship is also very cost effective, reaching all connecting counties to Adams County.

Depending upon sponsorship level, you participate in a major marketing initiative that includes radio exposure, fair passes, fair website and social media, as well as sponsor signage that are posted at the entry gates.

Each year, visitors of all ethnicities and ages enjoy the exciting tradition of attending the local fair. Memories and stories that have been established over decades are passed through generations, relived and celebrated at the fair, an annual tradition for many Othello Fair goers. Please join the tradition of becoming a sponsor of the 2020 Othello Fair, which runs September 16-19, 2020.

Val Watson
Sponsorship Coordinator
PO Box 298
Othello WA
Fairseeker35@gmail.com
509-750-6367

OTHELLO FAIR SPONSORSHIP

PACKAGE 1 \$250

- Receive 5 (single day use) gate tickets for the fair.
- Your business card listed as a sponsor on www.OthelloFair.org for this year, not to continue past December 31st.
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).

PACKAGE 2 \$500

- Receive 10 (single day use) gate tickets for the fair.
- Your business card listed as a sponsor on www.OthelloFair.org for this year, not to continue past December 31st.
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).

PACKAGE 3 \$750

- Receive 15 (single day use) gate tickets for the fair.
- Your business card listed as a sponsor on www.OthelloFair.org for this year, not to continue past December 31st.
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business info will be mentioned as a sponsor on radio advertising at various time/days leading up to and during the fair. (**strict deadline of June 1st**).

PACKAGE 4 \$1,000

- Receive 20 (single day use) gate tickets for the fair.
- Your business card listed as a sponsor on www.OthelloFair.org for this year, not to continue past December 31st.
- Your business name listed as a sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business info will be mentioned as a sponsor on radio advertising at various time/days leading up to and during the fair. (**strict deadline of June 1st**).
- Your business banner or sign to be displayed as a sponsor on fair property during fair week. (**your business to provide banner/signage no later than September 1st, unless otherwise agreed upon**).

PACKAGE 5 \$1,500-\$2,500

- Receive 25 (single day use) gate tickets for the fair.
- Your business card listed as a sponsor on www.OthelloFair.org for this year, not to continue past December 31st.
- Your business name listed as a major sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business info will be mentioned as a sponsor on radio advertising at various time/days leading up to and during the fair. (**strict deadline of June 1st**).
- Your business banner or sign to be displayed as a sponsor on fair property during fair week. (**your business to provide banner/signage no later than September 1st, unless otherwise agreed upon**).

PACKAGE 6 \$5,000

- Receive 50 (single day use) gate tickets for the fair.
- Your business card listed as a sponsor on www.OthelloFair.org for this year, not to continue past December 31st.
- Your business name listed as a major sponsor in the Othello Fair Exhibit Guide (**strict deadline of June 1st**).
- Your business cards and/or brochures on display in the Othello Fair Office during fair (**your business to provide cards/brochures no later than September 1st**).
- Your business info will be mentioned as a sponsor on radio advertising at various time/days leading up to and during the fair. (**strict deadline of June 1st**).
- Your business banner or sign to be displayed as a sponsor on fair property during fair week. (**your business to provide banner/signage no later than September 1st, unless otherwise agreed upon**).

PACKAGE ADD-ONS

- | | | |
|-------------------------------------|-------|--|
| 1. Bench Sponsor..... | \$100 | Your Business Name/Signage on ONE bench |
| 2. Partial Barn Sponsor..... | \$150 | Your Business Name/Signage on ONE end of one animal barn |
| 3. Full Barn Sponsor..... | \$300 | Your Business Name/Signage on BOTH ends of one animal barn |
| 4. Golf Cart Sponsor..... | \$400 | Your Business Name/Signage on ONE golf cart during fair |
| 5. Exhibit Building Sponsor..... | \$500 | Your Business Name/Signage on our Exhibit Building |
| 6. Commercial Building Sponsor..... | \$750 | Your Business Name/Signage on our Commercial Building |

OTHELLO FAIR SPONSORSHIP AGREEMENT

By signing and returning this contract, you are committing to be a sponsor for the 2020 Othello Fair. Both parties agree to the equipment, services, and/or goods listed. Please provide a business card or website address link for website sponsor listings.

PLEASE RETURN COMPLETED CONTRACT WITH YOUR PAYMENT

Business Name _____
Address _____
City/State/Zip _____
Contact Name _____
Phone Number(s) (_____) _____ - _____ (_____) _____ - _____
Signature _____

I commit to purchase:

Table with 3 columns: Package number, Package name, Price. Packages 1-6 with prices \$250 to \$5,000.

In addition, I also want to include:

Table with 3 columns: Add-On number, Add-On name, Price. Add-Ons 1-6 with prices \$100 to \$750.

Please specify where you would like your sponsorship to go:

____ Fair Grounds (General)
____ Advertising
____ Livestock Barns
____ Other (please specify) _____
____ Exhibit Building
____ Entertainment

I have enclosed check # _____ in the amount of \$ _____ made out to Othello Fair.
Please invoice me for the total amount and I will send full payment no later an August 1, 2020.
Please contact me to discuss creating a custom package to fit my business needs.

PLEASE MAIL TO:

OTHELLO FAIR
ATTN – SPONSORSHIP
PO BOX 298
OTHELLO, WA 99344