

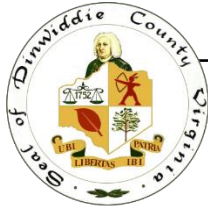
**2019**



*Sponsorship Packet*

**DINWIDDIE COUNTY FAIR**

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



14010 Boydton Plank Rd. Dinwiddie, VA 23841  
Phone: 804-469-4500 ext. 2163 | Email: [ahardy@dinwiddieva.us](mailto:ahardy@dinwiddieva.us)

### **ABOUT THE DINWIDDIE COUNTY FAIR**

The Dinwiddie County Fair is an annual event that will enter its ninth year in operation in 2019. The Fair is a “family-friendly” community event that welcomes thousands of area residents and visitors while showcasing the best of Dinwiddie County, VA and the region.

This 3-day event is action packed with performance variety shows, a thrilling midway, food vendors, live music, exhibits, competitions, and much more!!!

The Fair is a proudly presented by the County of Dinwiddie, VA and is a member of the Virginia Association of Fairs and held at the Virginia Motorsports Park - 8018 Boydton Plank Road North Dinwiddie, VA 23803.

### **WHY SPONSOR**

Event marketing is quickly becoming the wave of the future. People want to participate and not just consume. They want to feel good about their purchase(s). Sponsorship offers a chance for people to connect – not just brands to people, but people to people and to their communities.

Sponsorship of the Dinwiddie County Fair not only gets your name in front of potential customers, it gives you benefits to fit your needs and wants:

- Maximum exposure;
- Allows you and your employees to directly interact with Fairgoers;
- Visibility and signage on the grounds;
- Promotional rights – opportunity to create pre-fair traffic to your business;
- Sampling opportunities;
- Admission to events;
- Show support for the community.

Social Media Presence  
Facebook: 4,967 Likes

### **PAST DINWIDDIE COUNTY FAIR SPONSORS**

\*Food Lion                      \*Ft. Lee Federal Credit Union                      \*Lebanon United Methodist Church  
\*Progress-Index                \*Southside Electric Cooperative                      \*Container First Solutions  
\*and more!!!

### **CONTACT INFORMATION**

Andrew J. Hardy  
Dinwiddie County, VA Community Development  
Ph: 804-469-4500 ext.2163 | Email: [ahardy@dinwiddieva.us](mailto:ahardy@dinwiddieva.us)  
Website: [www.DiscoverDinwiddie.com](http://www.DiscoverDinwiddie.com) | Facebook: Dinwiddie County Tourism

**DINWIDDIE COUNTY FAIR  
Sponsorship Packages – 2019**

**Revised: October 18, 2018**

Type	Booth Space	Banner Placement	Web & Digital Ads	Facebook Promotion	Radio Ads	Print Ads
\$5,000 ***Blue Ribbon <b>ONLY 2 AVAILABLE</b>	30'x30'	4 – 4'x6'	Yes	Yes (6)	Yes	Yes
\$2,500 Red Ribbon <b>ONLY 4 AVAILABLE</b>	20'x20'	3 – 4'x6'	Yes	Yes (4)	No	Yes
\$1,000 White Ribbon	10'x10'	2 – 3'x4'	Yes	Yes (2)	No	Yes
\$300 Yellow Ribbon	No	2 – 3'x4'	Yes	Yes (1)	No	No
\$175 Friend of the Fair	No	1 - 3'x4'	Yes	No	No	No
\$500 Ground Attraction	No	1 – 3'x4'	Yes	Yes (1)	No	No
\$500 Band / Stage	No	1 – 3'x4'	Yes	Yes (1)	No	No

**\*\*DON'T WAIT ~ SPONSORSHIP OPTIONS FOR THE BLUE & RED RIBBON LEVELS ARE LIMITED!!\*\***

**PRINT ADVERTISEMENT**

Print advertisements will be placed in a variety of formats that may include area newspapers, posters, and printed flyers. Printed advertisements will use your business logo as an official sponsor of the Fair. The deadline for sponsorship to ensure appearance in print ad materials is Friday, August 2, 2019.

**WEBSITE & SOCIAL MEDIA**

Sponsors will receive promotion during the week of and prior to the event on the Dinwiddie County Fair's social media site (Facebook: Dinwiddie County Tourism). Sponsors will also have their business listed as an official sponsor of the Fair on [www.DiscoverDinwiddie.com](http://www.DiscoverDinwiddie.com) and have a redirect link to your official homepage.

**BANNER PLACEMENT**

A banner featuring your business name and logo will be displayed prominently at the Dinwiddie County Fair. NOTE: The business/organization must supply the banner(s).



**\*\*\*PROMOTIONAL GIVEAWAYS AVAILABLE**

Blue Ribbon Sponsors are eligible to receive admission tickets and a select number of carnival ride wristbands to be used for promotions at the discretion of the sponsor (i.e. come in-store and receive free Fair admission pass with a \$10.00 purchase). Number of tickets to be determined based on number of sponsors and level of support.

GROUND ATTRACTION(S) – Multiple options available

All ground attraction (Pig Racing, Petting Zoo, etc.) sponsorships are available on a first come, first served basis. Sponsors will be permitted to place a banner directly at the attraction. The banner will remain at the attraction for the complete duration of the event.

Contact Andrew J. Hardy with the Dinwiddie County Fair by email ([ahardy@dinwiddieva.us](mailto:ahardy@dinwiddieva.us)) for the complete list of available attractions.

**BAND / STAGE**

The one (1) sponsor will be permitted to place a banner directly on the Main Performance Stage. Dinwiddie County Fair personnel will put up / take down the banner. The banner will remain on stage for the complete duration of the event.

**ADDITIONAL SPONSORSHIP NOTES AND INFORMATION**

For all banners, the County of Dinwiddie, VA has sole discretion to determine whether the item(s) are appropriate for the event. The Dinwiddie County Fair is a “family-friendly” environment and any marketing materials that are counter will not be permitted.

NO REFUNDS will be provided in the event that a sponsor’s marketing materials violate the family-friendly clause.

All attraction sponsorships are available on a first come, first served basis. Please submit the sponsorship application with “attraction” noted and Fair Management will notify the specific sponsor once the attractions are finalized. The selection order will be based on the date the sponsorship application was received.

For additional information or questions, contact Andrew J. Hardy by phone Office 804-469-4500 ext.2163 or by email at [ahardy@dinwiddieva.us](mailto:ahardy@dinwiddieva.us).

PLEASE NOTE: All sponsors will be notified via email for confirmation and instructions in regards to the Dinwiddie County Fair and setup. Please make sure that all contact information is accurate.

**EVENT MARKETING PLAN**

Local / Regional Publications

- \*Progress-Index
- \*Hopewell Herald
- \*Fort Lee Traveller
- \*PART Visitors Guide

Digital Placement

- |                        |                                     |                          |
|------------------------|-------------------------------------|--------------------------|
| *Discover Dinwiddie    | *Petersburg Area Regional Tourism   | *Virginia is for Lover’s |
| *Chesterfield Observer | *Progress-Index                     | *Dinwiddie County, VA    |
| *WTVR                  | *WRIC                               | *Richmond Times Dispatch |
| *Ft. Lee MWR           | *Facebook: Dinwiddie County Tourism | *and more!!!             |

**DINWIDDIE COUNTY FAIR  
Sponsorship Application – 2019**

<b>Date:</b>		
<b>Business / Company Name:</b>		
<b>Point of Contact Name:</b>		
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Contact Number:</b>		
<b>Email Address:</b>		
<b>Website:</b>	<b>Facebook:</b>	
<b>Sponsorship Options – check all that apply</b>		
*Blue Ribbon: \$5,000.00 / Limit 2 / First come - first served		
*Red Ribbon: \$2,500.00 / Limit 4 / First come – first served		
*White Ribbon: \$1,000.00		
*Yellow Ribbon: \$300.00		
*Friend of the Fair: \$175.00		
*Ground Attraction: \$500.00 per attraction		
*Band/Stage: \$500.00		
Extra Parking Passes (up to 3): \$5.00 each		
Extra Parking Passes: \$10.00 each		
<b>Total Cost:</b>		
<b>NOTE: Please do not send money with the application</b>		

**ACKNOWLEDGEMENT**

I have read and understand the Handbook in its entirety and will comply with all terms and conditions within. I will make the handbook available to all persons operating my space and ensure their compliance as well. The individual executing below represents to Dinwiddie County and the Dinwiddie County Fair that such individual has the authority to represent any entity purported to be represented by such individual. By my signature below, I hereby agree to all terms and conditions set forth in the Dinwiddie County Fair "2019 Dinwiddie County Fair Handbook."

Company / Organization: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**SIGNATURE / AUTHORIZATION**

I certify that the information stated in this application is complete and true to the best of my knowledge. I understand that by submitting this application it does not guarantee me a space at the Dinwiddie County Fair.

Signature of Applicant: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Return this request via mail or fax to:

Dinwiddie County, VA Community Development  
Address: 14010 Bodton Plank Rd. Dinwiddie, VA 23841  
Phone: (804) 469-4500 ext. 2163 | Email: [ahardy@dinwiddieva.us](mailto:ahardy@dinwiddieva.us)