

# ALBEMARLE AGRICULTURAL County Fair

at James Monroe's Highland

July 30-31, 2021

## 2021 SPONSORSHIP OPPORTUNITIES

Albemarle County Fair, Inc., a nonprofit, regionally based corporation, has the primary mission of annually sponsoring the Albemarle County Fair. This Fair is primarily focused on serving the Charlottesville-Albemarle area by promoting the involvement of the area's public and visitors in its programming. The programs strive to provide wholesome entertainment and activities that emphasize the deep human, natural, and agricultural resources of Central Virginia.

There's something pretty incredible about county fairs, their communities, and the youth who grow up alongside it all. As every organization unfolds from the COVID pandemic, events and activities are finding new ways to transition.

This year the 2021 Albemarle County Fair will focus solely on the exhibition and sale of livestock. Year after year, this agricultural program has long been a Fair tradition, and it is the foundation in helping us move forward.

The Albemarle County Fair Board presents the Albemarle County Fair Livestock Exhibition and Sale Friday, July 30, and Saturday, July 31. The ACF Board thanks you for your interest and continued support and looks forward to sharing and celebrating the best of our region's rich and lively agricultural community at James Monroe's Highland.

An Albemarle County Fair board member will be happy to set up a meeting and talk with you personally about the details of your sponsorship gift and support.

Sponsorship levels and associated benefits are detailed below.

### PRESENTING SPONSOR \$2,500 AND UP

- Sponsor name associated with Fair entertainment feature, competition, tent, or program
- Eligibility to place your Presenting Sponsor banner on a tent or designated area at the fairgrounds (Exclusive to Presenting Sponsors, the tent/designated areas will be reserved on a first come basis.)
- Space for Sponsor supplied banner at Fair entrance
- Use of 10x10 fairgrounds space to promote Sponsor
- Visible presence of Sponsor name and logo on Fair website; link to Sponsor website
- Sponsor name listed in premium advertising
- Eighteen complimentary Fair passes

### PLATINUM SPONSOR \$1,500-\$2,499

- Sponsor name associated with Fair entertainment feature, competition, or program
- Space for Sponsor supplied banner at the Fair entrance
- Use of 10x10 fairgrounds space to promote Sponsor
- Sponsor name listed on Fair website and linked to Sponsor website
- Sponsor name listed in premium advertising
- Twelve complimentary Fair passes

### GOLD SPONSOR \$1,000-\$1,499

- Sponsor name associated with Fair entertainment feature, competition, or program
- Space for Sponsor supplied banner at Fair entrance
- Use of 10x10 fairgrounds space to promote Sponsor
- Sponsor name listed on Fair website and linked to Sponsor website
- Sponsor name listed in premium advertising
- Six complimentary Fair passes

### SILVER SPONSOR \$500-\$999

- Space for Sponsor supplied banner at Fair entrance
- Use of 10x10 fairgrounds space to promote Sponsor
- Sponsor name listed on Fair website and linked to Sponsor website
- Six complimentary Fair passes

### THE "BIG RAFFLE PRIZE" SPONSOR DONATED GIFT ITEM OR CERTIFICATE MUST VALUE \$500 OR MORE

- Space for Sponsor supplied banner at Fair entrance
- Sponsor name and raffle prize promoted during the event building up excitement prior to the drawing
- Sponsor name listed on Fair website and linked to Sponsor website
- Six complimentary Fair passes

Become a  
**FRIEND OF THE FAIR**  
for a tax-deductible donation.  
\$25 \$50 \$100 and other

**Your support is very important  
and appreciated at any level.**

**For more information and to become  
an Albemarle County Fair Sponsor,  
please contact the Albemarle County  
Fair or your Individual Albemarle  
County Fair Representative.**

Albemarle County Fair, Inc.  
P.O. Box 44, Greenwood, VA 22949  
info@albemarlecountyfair.com

**PLEASE VISIT [WWW.ALBEMARLECOUNTYFAIR.COM](http://WWW.ALBEMARLECOUNTYFAIR.COM)**

# ALBEMARLE AGRICULTURAL County Fair

info@albemarlecountyfair.com  
www.albemarlecountyfair.com

## 2021 SPONSORSHIP FORM

Date: \_\_\_\_\_

### SPONSORSHIP LISTING: BUSINESS, INDIVIDUAL NAME, OR FARM NAME:

#### PRIMARY CONTACT INFORMATION

Contact Person(s): \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Website (if available) \_\_\_\_\_

Email: (for internal use only) \_\_\_\_\_

#### \*\*\*IMPORTANT\*\*\*

ARTWORK: Please send your business logo to [adickie@cjf.com](mailto:adickie@cjf.com)

#### METHOD OF PAYMENT Make Checks Payable To: **Albemarle County Fair, Inc.**

Send Check to: Albemarle County Fair, Inc. P.O. Box 44, Greenwood, VA 22943

Your sponsorship becomes active upon receipt and process of your application.

FULL PAYMENT MUST BE RECEIVED BY **06/01/2021** TO GUARANTEE SPONSORSHIP

**PRESENTING SPONSOR \$2,500 AND UP** \_\_\_\_\_

**PLATINUM SPONSOR \$1,500-\$2,499** \_\_\_\_\_

**GOLD SPONSOR \$1,000-\$1,499** \_\_\_\_\_

**SILVER SPONSOR \$500-\$999** \_\_\_\_\_

Please Indicate Your Sponsorship  
Contribution or Combination of  
Sponsorship Levels :

(Example of Combination: Presenting  
Sponsor Level plus a Big Raffle Item.)

#### THE "BIG RAFFLE PRIZE" SERIES: DONATED GIFT ITEM OR CERTIFICATE MUST VALUE \$500 OR MORE.

Example: Outdoor Grill, Set of Tires, Chicken House, Load of Mulch, Landscape Services, Gift Vouchers etc.

Description of Big Raffle Item or Certificate: \_\_\_\_\_

Does Big Raffle Item need to be picked up? \_\_\_\_\_

**FRIEND OF THE FAIR** \$25 \_\_\_\_\_ \$50 \_\_\_\_\_ \$100 \_\_\_\_\_ Other \_\_\_\_\_

**Your support is very important and appreciated at any level.**