



2021 Sarpy County Fair & Agricultural Society Sponsorship Opportunities

The Sarpy County Agricultural Society will be hosting the 84th Annual Sarpy County Fair **August 4th - August 8th, 2021** at the Fairgrounds in Springfield, Nebraska. We are presenting a variety of sponsorship opportunities to our local community, which includes individuals, businesses, and corporations. Your sponsorship commitment will be incorporated into the many events being offered at the 84th Annual Sarpy County Fair.

The 84th Annual Sarpy County Fair will include the following: in the rodeo arena we plan to host the Mutton Bustin' and Extreme Bull Ride on Wednesday night. Thursday night events are still being determined, and the sellout Rodeo on Friday and Saturday night. Sunday afternoon will offer the garden tractor pull.

In the Motor Sports Arena, we will host a Truck & Tractor pull on Wednesday evening. Thursday and Friday night will offer the return of Nebraska Bush Pullers and Lucas Oil Pro Pulling Western Series Truck & Tractor pull. We are excited to share our 3rd year of a concert featuring, LANCO, will be held Saturday night. Our Motor Sports Arena events will end on Sunday night with the crowd-pleasing Demolition Derby.

In addition to the events listed above, there are a number of other free family-friendly activities. The Sarpy/Douglas County 4-H host the 4-H static entry building, as well as the 4-H livestock buildings in the middle of the grounds. These entries and displays showcase the talent and skills of our local children. Saturday morning offers a Kiddie Parade, and the Grand Parade, followed by the popular foot races, animal scramble and soaped pig contest. There are numerous commercial booths and vendors located throughout the grounds, and the open class building that displays a variety of talents from our Sarpy County Residents. The open-air facility has a variety of free family friendly events offered each day of the fair. The carnival has designated times of wristband hours, which allow for unlimited rides for a set price. With all of these offerings, there is also an abundant supply of fair food and fun for all ages!

We offer several levels of sponsorship opportunities to fit the exposure and budgets of individuals and businesses. We hope you will invest in a sponsorship opportunity that will be on display and recognized at these upcoming events!

For 2021, we do not intend to display banners in the south arena, instead sponsors will be displayed on the big screen (6'6" X 13" long 15' Diagonal) that will be set up track side.

Online sponsorship submissions and payments are also being offered, visit sarpyfair.com for the details!

Sponsorship Packages:

• \$10,000 Platinum Sponsor

- Sponsor logo on printed material(s)
- Logo recognition and (2) 20 second video only commercial spots displayed on big screen in south arena. Two 3X5 banners for arena and fairgrounds. **Logo, video (no sound) commercial and banners to be provided by sponsor.**
- Announcer recognition at events
- 40 General Admission event tickets
- Vendor/booth space on fairgrounds
- One year on Sign Board at Fair Office (north side) 16”X20”
- Recognition on website
- 10 VIP parking passes
- Ability to provide Ag Society with your marketing/recruitment giveaways to be shared at chosen event
- Opportunity for 5-minute presentation at approved event
- Entry of a float in the Grand Parade on Saturday Morning of the fair

• \$5,000 Gold Sponsor

- Sponsor logo on printed material(s)
- Logo recognition and (1) 20 second video only commercial spots displayed on big screen in south arena. Two 3X5 banners for arena and fairgrounds. **Logo, video (no sound) commercial and banners to be provided by sponsor.**
- Announcer recognition at events
- 20 General Admission event tickets
- Vendor/booth space on fairgrounds
- One year on Sign Board at Fair Office (north side) 16”X20”
- Recognition on website
- 5 VIP parking passes
- Ability to provide Ag Society with your marketing/recruitment giveaways to be shared at chosen event
- Entry of a float in the Grand Parade on Saturday Morning of the fair

• \$3,000 Silver Sponsor

- Sponsor logo on printed material(s)
- Logo recognition displayed on big screen in south arena and (1) 3X5 banner to be displayed in north arena. **Logo & banner to be provided by sponsor.**
- Announcer recognition at events
- 12 General Admission event tickets
- Vendor/booth space on fairgrounds
- One year on Sign Board at Fair Office (north side) 16”X20”
- Recognition on website
- 4 VIP parking passes
- Ability to provide Ag Society with your marketing/recruitment giveaways to be shared at chosen event
- Entry of a float in the Grand Parade on Saturday Morning of the fair

• **\$2,000 Bronze Sponsor**

- Sponsor logo on printed material(s)
- **Your choice of one of the following:** Logo Recognition displayed on big screen in south arena **OR** (1) 3X5 banner to be displayed in north arena. **Logo or banner to be provided by sponsor.**
- Announcer recognition at events
- 8 General Admission event tickets
- Vendor/booth space on fairgrounds
- One year on Sign Board at Fair Office (north side) 16”X20”
- Recognition on website
- 2 VIP parking passes
- Entry of a float in the Grand Parade on Saturday Morning of the fair

• **\$1,000 Sponsor**

- Sponsor name on all printed material(s)
- **Your choice of one of the following:** Logo Recognition displayed on big screen in south arena **OR** (1) 3X5 banner to be displayed in north arena. **Logo or banner to be provided by sponsor**
- Announcer recognition at events
- 4 General Admission event tickets
- Recognition on website
- 1 VIP parking pass
- Entry of a float in the Grand Parade on Saturday Morning of the fair

• **\$500 – \$999 Sponsor**

- Announcer recognition
- 2 General Admission event tickets
- Recognition on website
- Entry of a float in the Grand Parade on Saturday Morning of the fair

• **\$100 – \$499 Sponsor**

- Announcer recognition
- Recognition on website

• **\$300 Sponsor Sign Board at Fair Office (north side) 16” X 20” NEW SIGN**

- Announcer recognition
- Recognition on Website

• **\$250 Sponsor Sign Board at Fair Office (north side) 16” X 20” RENEWAL**

- Announcer recognition
- Recognition on Website

• **In Kind & Non-Monetary Donations**

All donations are welcome and appreciated. The Sarpy County Ag Society is a Non-Profit 501c3 Corporation. All Donations are tax deductible.

- Announcer recognition
- Recognition on website

There are numerous opportunities to be an event and/or class sponsor for the events being held this year. Please contact Nichole at njansen1974@aol.com or 402-332-0028 for additional information.

Banner size for north arena MUST be 3' x 5' vinyl. Non 3' x 5' banners will be displayed in available space on grounds. Banners to be displayed in the north arena will need to be dropped off at the Fair Office drop box between July 5th – July 19th. The Fair Office drop box will be on the south side of the building, near the west door.

Visit our website, www.sarpyfair.com, for more information.

Thank you for your sponsorship and look forward to seeing you this summer!



2021 Sarpy County Agriculture Society Sponsorship Form

Sponsor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Level of sponsorship: _____

Enclosed is my check for \$ _____

Please make checks payable to: Sarpy County Ag Society

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Logos & Commercial Spots will need to be emailed to njansen1974@aol.com by July 1st to enough time to load files into the screen display system. It works best if Logos/Ads are business card format.

Sponsorship packets will be mailed the week of July 12th.

Please submit payment to:

Sarpy County Ag Society

PO BOX 82

100 Main Street

Springfield, NE 68059

Questions, please email njansen1974@aol.com