

# Skagit County Fair

## 2027 Sponsorship Opportunities



# ABOUT US

The Skagit County Fair has been a summer highlight and tradition of our community for over 125 years, showcasing agriculture, 4-H and FFA youth programs, elevating community organizations, hosting positive competition and providing quality Fair food and entertainment.

While the Fair is a county entity, it does not receive county general funds and the Fair and Fairgrounds must operate as a self-sustaining unit year-round. The Fair consists of 3 full time employees, hundreds of volunteers, and support from the community to make the Fair happen each year.

This support, in the form of local businesses, organizations and individuals are an essential piece of the Fair. We respect and value the generosity of our community and strive to have our sponsorship program offer value in return.

The Skagit County Fairgrounds is a unique resource and the Fair is a showcase of Skagit pride! Thank you for sharing the belief that the Fair is worth sustaining and hope you are able to participate in our sponsorship program.

**FAIR CONTACT INFORMATION:**

**Skagit County Fair**
Frances Negranza, Assistant Fair Manager
1730 Continental Place
Mount Vernon, WA 98273
360.416.1350; francesn@skagitcountywa.gov



# MARKETING STATS

**Regional Advertising** throughout Skagit and neighboring counties including Print, TV, Radio, Social Media

Estimated event attendance:**28,000+**

**20,000** full color Fair Guide Programs distributed in the Skagit Valley Herald, local businesses and onsite during the Fair.

**11,000** Facebook Followers with a reach of over **100,000** impressions during Fair week. Active Instagram

**10,000+** Email Subscriber Reach

Fair posters and promotion displayed at local businesses in Skagit County during **July** and **August**

# $10,000
# Grand Champion Sponsor

**FAIR SIGNAGE**

4x 4' Full-color sign with logo, displayed year-round at Fairground

(2) additional (sponsor supplied) banner placements

**FAIR MARKETING**

Radio Ad mentions as the "Grand Champion" Sponsor

Promotion on Fairgrounds social media

PA & Main Stage recognition during Fair

**BRAND PLACEMENT**

Logo included on:

- Official Fair Program Cover
- Fair Map
- Fair Posters
- Official Fair Program Guide
- Official Fair Video
- Skagit 21 Television, Fair Programs
- Fair website with link to business site

**COMMUNITY ENGAGEMENT**

Booth Space - Up to 20'x20' outdoor space during Fair

(160) Fair Admission – Single Day

(12) Fair Season Passes

(6) Parking Passes

(10) Fair T-shirts

**FAIRGROUNDS YEAR-ROUND BENEFITS**

Sign above Main South Gate Parking Entrance, full color with logo

Logo on Fairgrounds website with link to business site

Spring and Fall Garage Sales

- Logo on all flyers and posters associated with both events
- Booth Space – up to 20'x20' outside space at both events



*Exhibitors and their goals accomplished!*

## DID YOU KNOW?

The Fair relies solely on event revenues and sponsorships to fully support the annual Fair and its year-round operations

Since 2009, no county general funds (taxpayer dollars) have been allocated to support annual operations of the Fair and Fairgrounds

The annual Fair provides both YOUTH and ADULT exhibition opportunities, no club affiliation required

The Fair partners with several local community groups and organizations who leverage the Fair to broaden their reach and meet their organization goals

95% of all vendors at the Fair are family owned and operated



*Youth Learning Opportunities at the Fair*



*Family Friendly Fun!*



*Healthy competition*

# $5,000
# Premier Sponsor

| | |
|---|---|
| **FAIR SIGNAGE** | 2'x 4' Full-color sign with logo, displayed year-round at Fairgrounds<br>(1) additional (sponsor supplied) banner placements |
| **FAIR MARKETING** | Radio Ad mentions as "Premier" Sponsor<br>Promotion on Fairgrounds social media<br>PA & Main Stage recognition during Fair |
| **BRAND PLACEMENT** | Logo included on:<br>• Fair Map<br>• Fair Posters<br>• Official Fair Program Guide<br>• Official Fair Video<br>• Skagit 21 Television, Fair Programs<br>• Fair website with link to business site |
| **COMMUNITY ENGAGEMENT** | Booth Space - Up to 10'x20' outdoor space during Fair<br>(60) Fair Admission - Single Day<br>(6) Fair Season Passes<br>(3) Parking Passes<br>(5) Fair T-shirts |
| **FAIRGROUNDS YEAR-ROUND BENEFITS** | Sign above Main South Gate Parking Entrance, full color with logo<br>Logo on Fairgrounds website with link to business site<br>Spring and Fall Garage Sales<br>• Logo on all flyers and posters associated with both events<br>• Booth Space – up to 10'x10' outside space at both events |

# SPONSOR PACKAGES

**There are many ways to get involved with the Fair. We work with all budgets. Choose from a standard sponsorship package or we can customize a package specifically to meet your goals.**

**ITS FUN TO SPONSOR THE FAIR!**




*Heart of the Fair…Fun for the whole Family!*

| | *PLATINUM* | *GOLD* | *SILVER* | *BRONZE* |
|---|---|---|---|---|
| **CASH** *(In-Kind)* | **$2,600** *($3,900+)* | **$1,300** *($1,900+)* | **$650** *($975+)* | **$200** *($300+)* |
| **FAIR SIGNAGE** | 2′ x 2′ Full-color sign with logo, displayed year-round at Fairgrounds | 2′ x 2′ Full-color sign with logo, displayed year-round at Fairgrounds | 2′ x 2′ Full-color sign with logo, during Fair<br>*plus cost of sign first year | |
| **BRAND PLACEMENT** | Promotion on Fair social media<br>PA & Main Stage recognition during Fair<br>Logo included on:<br>• Fair Posters<br>• Official Fair Program Guide<br>• Official Fair Video<br>• Skagit 21 Television, Fair Programs<br>• Fair website with link to business site | Logo included on:<br>• Fair Posters<br>• Official Fair Program Guide<br>• Official Fair Video<br>• Skagit 21 Television, Fair Programs<br>• Fair website with link to business site | Logo included on:<br>• Official Fair Program Guide<br>• Official Fair Video<br>• Skagit 21 Television, Fair Programs<br>• Fair website with link to business site | Name included on:<br>• Official Fair Program Guide<br>• Official Fair Video<br>• Fair website |
| **COMMUNITY ENGAGEMENT** *Must confirm booth space by April | *Booth Space - 10x10 outdoor space during Fair<br>(30) Fair Admission - Single Day<br>(3) Fair Season Pass<br>(2) Fair Parking Pass<br>(2) Fair T-Shirts | *Discounted Booth Space - 10x10 outdoor space during Fair<br>(20) Fair Admission – Single Day<br>(2) Fair Season Pass<br>(1) Fair Parking Pass<br>(1) Fair T-Shirt | (10) Fair Admission – Single Day<br>(1) Fair Season Pass<br>(1) Fair Parking Pass | (3) Fair Admission – Single Day per $120 |




*Cheer at the Fair*

**From engaging entertainment acts, adopting a building, project or being a Presenting Day Sponsor, there are many ways to become involved at the Fair!**

***Have a specific vision or goal? Let us know how we can work with you!***

## Presenting Free Entertainment

- Ron Stubbs Hypnotist
- Vuelta La Luna Circus
- Magic Entertainer
- Butterfly Encounter
- Diaper Derby
- Cheer at the Fair
- Individual Band Sponsor
- Latin Entertainment

## Day Sponsor

- Thursday (Family Day)
- Friday (Safety & Preparedness)
- Saturday
- Sunday

## In-Kind

- Prize Sponsor
- Advertising Trade
- Hospitality
- Grounds Improvement

## Signage/Awareness Sponsor

- Fair T-Shirt
- Handwashing Signs
- Bathroom Door Stalls
- Wristband Sponsor

## Area/Zone

- First Aid Tent
- Community Stage
- Latino Stage
- FFA Petting Zoo
- Cantina Beer Garden
- Horse Barn
- Horse Arena
- Goat Barn
- Sheep Barn




*Presenting Free Entertainment Sponsor*



*Diaper Derby Sponsor*



*Presenting Free Entertainment Sponsor*

# ADOPT A BUILDING

Receive year-round exposure with adopting one of our building facilities.

## $700 per building

The Fairgrounds is host to over 60 events year-round in addition to the annual Fair, a great opportunity to get in front of thousands of guests throughout the year.

## RECOGNITION

Sponsorship runs 12 consecutive months from receipt of payment.

Includes benefits of Logo placement on:

- Official Fair Program Guide
- Fair Website
- Promotion on Social Media

(8) Fair Admission – Single Day

(1) Parking Pass

# BLUE RIBBON FAMILY EXPERIENCE

Sponsor a Blue Ribbon Family Experience at the Fair.

## $400 - 4 SPOTS AVAILABLE

Fair will host one family of four, each day of the Fair to provide them a Blue Ribbon Experience at the Fair. All inclusive gate admission, parking, carnival wristbands, Fair food bucks and a Fair T-shirt . Families are nominated by the community and selected through KAPS/KBRC Radio.

## RECOGNITION

Radio mentions as Blue Ribbon Family Sponsor

Social media post on day of Family Experience

Includes benefits of name placement on:

- Official Fair Program Guide
- Fair Website
- Promotion on Social Media

# PRESENTING DAY SPONSOR

Have it be YOUR day, become a presenting Day sponsor of the Fair.

## $3,500

Engage with customers and receive brand placement, engagement and exposure with a day sponsorship at the Fair.

## BENEFITS AND RECOGNITION

All benefits listed in Platinum Sponsor Package

Radio Ad mentions as Presenting Day Sponsor

Logo Placement on Master, Main Stage and Barn Schedules

**+PLUS - Day of Sponsorship benefits:**

Banner at main South Gate entrance (sponsor supplied)

(4) Day Sponsor banners throughout grounds (Fair supplied)

Break on Main Stage for giveaway and promotion (up to 10min)

10x10 booth located at north pedestrian gate entrance day of sponsorship

Handouts with information about organization at Fair pedestrian gates

Dedicated Social Media post of presenting day including Logo and link to organization webpage




*Interactive Family Entertainment*







# CHARITABLE TICKET SPONSOR

The Fair has partnered with multiple local organizations to assist fulfilling their purpose. By becoming a charitable ticket sponsor, you will directly contribute to the success of that organization.

| $1000+ | STUFF THE BUS DIAPER DRIVE | COMMUNITY ACTION OF SKAGIT COUNTY |
|---|---|---|
| CHARITABLE CAUSE | In partnership with the Fair, Skagit Transit and Diaper Bank of Skagit County<br><br>Charitable tickets will be allocated to the first 100 guests (or more!) who bring an unopened package of new diapers to the Cleveland Gate Entrance at the Fair.<br><br>United Way of Skagit County | (100) Fair Admission tickets distributed to families in need.<br><br>Option to pair with Fair Food Bucks* to provide a meal with each charitable ticket. (+$500/$1,000)<br><br>*Fair Food Bucks are in increments of $5* |
| RECOGNITION | Logo placement on Promotional Flyer<br><br>Banner placement at donation location outside Fair Gate (Sponsor supplies banner)<br><br>All benefits listed in Silver Sponsor minus passes, listed on page 5<br><br>Sponsors over $1000 available with additional sponsor benefits than listed above. | Option to provide materials to be given with sponsored tickets (at approval of Community Action)<br><br>All benefits listed in Silver Sponsor minus passes, listed on page 5<br><br>Sponsors over $1000 available with additional sponsor benefits than listed above.<br><br>*There is unlimited need in our community!* |

***Have your own charitable organization or cause you would like to support? We can work with you!***




## GROUP TICKET SALES

Do you have a group of 25 or more wanting to join the Fair? Reward employees, clients, members or teams with an outing at the Skagit County Fair! Must purchase in advanced.

| | TICKET PACKAGE | GROUP PRICE | SAVINGS |
|---|---|---|---|
| $275 | 25 Fair Admission Tickets | $11 each | *Up to $5 each!* |
| $1000 | 100 Fair Admission Tickets | $10 each | *Up to $6 each!* |
| $4,500 | 500 Fair Admission Tickets<br>+Plus all benefits of Gold Sponsor Package (minus Fair Tickets) | $9 each | *Up to $8 each!* |



## FAIR FOOD BUCKS

In addition to Fair admission, add a meal to a fun day at the Fair!

| | |
|---|---|
| $5 | Fair Food Bucks are in $5 increments and are redeemable at any Skagit County Fair Food Vendor during the run of the Fair |






# SKAGIT COUNTY FAIR SPONSORSHIP

## AUGUST 12-15, 2027

| | | |
|---|---|---|
| _____ | $10,000 | Grand Champion Sponsor |
| _____ | $5,000 | Premier Level |
| _____ | $2,600 | Platinum Level |
| _____ | $1,300 | Gold Level |
| _____ | $650 | Silver Level |
| _____ | $200+ | Bronze Level |
| _____ | $_____ | Blue Ribbon Family Sponsor |
| _____ | $_____ | Charitable Ticket Sponsor |

Date: _____ Payment Enclosed: $ _____

Company/Organization: _____

Contact Name & Title: _____

Mailing Address: _____

_____

In Person Delivery Address:
(if different than above) _____

Phone: _____

Email: _____

***Please Make Checks Payable to "Skagit County Fairgrounds"***

_____

*Authorized Signature* *Date*

_____

*Print Name*

**FAIR CONTACT INFORMATION:**

Frances Negranza, Assistant Fair Manager
Office & Mailing Address: 1730 Continental Place, Mount Vernon, WA 98273
360.416.1350 ; francesn@skagitcountywa.gov
www.skagitcountywa.gov/fair

*In order to receive full sponsor recognition, a confirmation of intent to sponsor needs to be submitted/communicated to the Fair Administration Office by June 30. Tickets will be available starting in mid-July once payment has been received.*

# 2027 SKAGIT COUNTY FAIR
# Group Sales Order Form

*Minimum order of 25 required for group pricing*

Do you have a group of 25 or more wanting to join the Fair? Reward employees, clients, members or teams with an outing to a community event, the Skagit County Fair! Must purchase in advance.

COMPANY/GROUP: _____

CONTACT NAME: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

Email completed order form to francesn@skagitcountywa.gov

Mail to: 1730 Continental Place, Mount Vernon, WA 98273

Checks Payable to: Skagit County Fairgrounds

| FAIR ADMISSION (Valid Any One Day) | | | |
|---|---|---|---|
| ITEM PURCHASED | PRICE PER UNIT | QUANTITY | TOTAL |
| Group Admission Tickets (25-99 Tickets) | $11.00 | | $ |
| Group Admission Tickets (100+ Tickets) | $10.00 | | $ |
| Group Admission Tickets (500+ Tickets) | $9.00 | | $ |
| FAIR FOOD BUCKS (Valid at all Skagit County Fair Food Vendors) | | | |
| Fair Food Buck Voucher | $5.00 | | $ |
| Total Cost of Admission (Subtotal A) | | | $ |
| FAIR T-SHIRT | | Adult | |
| S | $20.00 | | $ |
| M | $20.00 | | $ |
| L | $20.00 | | $ |
| XL | $20.00 | | $ |
| 2XL | $20.00 | | $ |
| 3XL | $20.00 | | $ |
| Total Cost T-Shirts (Subtotal B) | | | $ |
| DEADLINE TO ORDER: JULY 24 | | | |

| | |
|---|---|
| SUBTOTAL A | $ |
| SUBTOTAL B | $ |
| GRAND TOTAL | $ |

*All Sales are Final. No Refunds.*

**********FAIRGROUNDS OFFICE USE ONLY**********

☐ Check #_____ ☐ Money Order #_____ Amount Paid: $_____