

Chatham County Fair 2019 Sponsorship Packet

September 26 - September 29, 2019



Larry Brooks, President 919-451-5250
Chatham County Agricultural and Industrial Fair Association, Inc.

About the Chatham County Agricultural and Industrial Fair

After World War II, **Achievement Day** was held annually by the Home Demonstration and 4-H Clubs in Chatham County. **Achievement Day** offered people a chance to display their talent or household arts for prizes. The Farm and Home Agent of Chatham County, Mildred Bright Payton, presented an idea for a carnival and county fair to be held annually, with the proceeds helping fund prizes for **Achievement Day**.

On May 30, 1949, the Farm and Home Organization voted sixteen to two to establish a county fair.

The first **Chatham County Colored Agricultural Fair** was held in 1950 on the Goldston Lumber Company grounds, which were rented for \$250. About 3,000 people endured the rain, slogged through the mud, and enjoyed the exhibits on display in a rented, leaky tent. Preparation of the fairgrounds that first time required a great deal of work, but in spite of the weather, the fair was considered a great success.

Over the decades **The Chatham County Agricultural and Industrial Fair** has changed its name and broadened its outreach to the total Chatham community, while remaining a family-friendly fair.

Today's visitors might not know our fair's history—*your* fair's history. While we are the oldest African-American fair in continuous operation in North Carolina, and one of the oldest in the USA, we take pride in welcoming all to our annual festivities!

For historic details about the Fair Association, please visit our web site at www.chathamcountyncfair.com

Our Purpose

- To encourage and promote agricultural and industrial education and development in Chatham County
- To sponsor an annual event for the people of Chatham County and surrounding counties where they can exhibit their agricultural and industrial products, livestock, crafts,

Information

Fair Dates!

September 26–September 29
2019

Location:

Chatham County Fair Grounds
191 Dr. Martin Luther King, Jr.

Contacts:

Larry Brooks 919-451-5250

Carl Bryant 919-794-1722

Westley Andrews 919-444-1608



About Sponsorship

We at **The Chatham County Fair** offer our sponsors many opportunities for new and innovative ways to gain exposure and loyal customers. Our fair is a vibrant, growing event, and your business will be represented as an integral part of the community. Our facility is available year round so that your signage with the building or along the fence will be seen by many other users of our facilities. The exposure you'll receive as a sponsor will help you build relationships with

What Being a Sponsor Can Do For You?

- Increase sales
- Build relationships with customers
- Build brand preference and loyalty

Specifically, your business could benefit from:

- Naming Rights – external and internal short or long term
- Vendor exclusivity during the Fair
- Promotion in the 2019 Fair Premium Book. The Premium book is widely distributed in Chatham County and at the Fair
- Signs strategically posted during the Fair
- Acknowledgements in advertisements for the Fair
- Up to a year of brand exposure on our website and within our main building
- Increased brand awareness through exposure to the public

How Sponsors can get involved

We have several levels of sponsorship tailored to businesses of all sizes. Sponsorships include cash contributions, feature



Chatham County Agricultural and Industrial Fair Association, Inc.
P.O. Box 1026 Pittsboro, North Carolina 27312
Larry Brooks, President 919-451-5250

Sponsorship Levels

Platinum Sponsor - \$5000 and Above

- Your signage* on the main stage within the main building
- Your signage* at the fair's entrance
- Your signage* above an internal bulletin board through June 30, 2020
- Your company logo linked to your website and advertisements, up to ¼ page, text and/or pictures on the Chatham County Fair website continued through June 30, 2020
- Your company acknowledged by the master of ceremonies during main stage performances throughout the Fair
- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

Gold Sponsor \$3,000 to \$4,999

- Your signage* on the main stage within the main building
- Your signage* above an internal bulletin board, to remain in place through the 2019 Fair
- Your company logo on the Chatham County Fair's website with link to your website to remain in place through December 31, 2019
- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

Silver Sponsor \$ 2,000 to \$2,999

- Your logo on the Chatham County Fair's website with a link to your website to remain in place through December 31, 2019
- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

Bronze Sponsor \$1,000 to \$ 1,999

- Your sponsorship acknowledged in the Fair's primary print advertisements
- Your marketing materials distributed on promotional tables in the main building

Donations

Of course we welcome donated products and services! Please speak with a Fair representative for more information. **Contact: Larry Brooks - 919-451-5250; Carl Bryant – 919-794-1722; or Westley Andrews – 919-444-1608**

* Signage provided is subject to the Fair's approval