

CHATHAM COUNTY FAIR
2022 SPONSORSHIP PACKET

SEPTEMBER 22-25, 2022



Thank You
To Our Sponsors

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 talents 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 \$250.00. 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 history details about the Fair Association, please visit our website: 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, and crafts**

Information

Fair Dates:

September 22-25, 2022

Location:

**Chatham County Fairgrounds
191 Dr. Martin Luther King Jr Dr**

Pittsboro, NC 27312

Contacts:

Carl Bryant 919-794-1722

Wesley Andrews 919-444-1608



About Sponsorship

The Chatham County Fair offers 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 all year so that your signage inside the building and/or along the fence will be seen by many other users of our facilities. Outside signage on the fence will be visible to street traffic as well. Your business name and/or logo will be featured on our social media sites as well. The exposure you will receive as a sponsor will help you build relationships in Chatham and surrounding counties. Build brand preference and loyalty

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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 2022 Fair Advertising widely distributed in Chatham and surrounding counties
- Signs strategically posted during the Fair
- Acknowledgement throughout the Fair
- A Year of business exposure within the Building and/or on the fence
- Increased brand exposure to the public

How Sponsors can get Involved

We have several levels of sponsorship tailored to business of all sizes. Sponsorship or contributions includes:

Sponsorship Levels

Platinum Sponsor - \$5,000 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 2023
- Your company logo linked to your website and advertisements, up to ¼ page, text and/or pictures on the Chatham County Fair website through June 2023
- Your company acknowledged by the master of ceremonies during main stage performance throughout the Fair
- Your sponsorship acknowledged in the Fair's primary printed advertisements
- Your marketing materials distributed on promotional tables in the 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 through January 2023
- Your company logo linked to your website and advertisements, up to ¼ page, text and/or pictures on the Chatham County Fair website through January 2023
- Your sponsorship acknowledged in the Fair's primary printed advertisements
- Your marketing materials distributed on promotional tables in the building

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

- Your company logo linked to your website and advertisements, up to ¼ page, text and/or pictures on the Chatham County Fair website through January 2023
- Your sponsorship acknowledged in the Fair's primary printed advertisements
- Your marketing materials distributed on promotional tables in the building

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

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

DONATIONS

Of course, we welcome donations of any monetary amount, as well as products and services! Please speak with a Fair representative for more information. Contact: Carl Bryant – 919-794-1722; or Westley Andrews – 919-444-1608, or Larry Brooks – 919-451-5250

Thank you for your support of the Chatham County Fair

PLEASE NOTE THAT SIGNAGE PROVIDED IS SUBJECT TO THE FAIR BOARD'S APPROVAL