

# Franklin County FAIR & Horse Show

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P.O. Box 4565  
Frankfort, Ky 40601  
[www.franklincountyfair.info](http://www.franklincountyfair.info)

February 14, 2011

Dear Friend:

It is hard to imagine that it is already time for us to be contacting our friends and supporters to ask for your help with the 2011 Franklin County Fair and Horse Show! The generous support of businesses and the community as a whole is imperative in continuing the growth of this popular event.

I realize it seems early for us to be coming to you, but it is necessary if we are to get our fair catalog into the hands of the public in a timely manner. Please make your commitment as soon as possible.

The enclosed forms detail the following traditional means of support:

- 1) Fair Catalog Advertising** – This is an excellent choice for businesses wishing to get their message out to the Franklin County public. The fair catalog is a professionally produced publication that is normally inserted into a Sunday edition of the State Journal and placed in area businesses to ensure wide distribution. Advertising rates and sizes are detailed on the enclosed advertising contract. Special requests will be addressed where possible. This is a convenient way to show your support for the fair.
- 2) Event and Class Sponsorships** – This is a traditional means of support associated primarily with the Horse Shows, MotorSports, Exhibit Hall and other major events. Donations are applied directly to a specific class or event with appropriate recognition given in the fair catalog and at the time of the activity. Enclosed Event Sponsorship forms detail these opportunities.
- 3) Undesignated** – A contribution in support of the fair to be applied wherever the need is greatest.

All contributions, no matter how small or large, are important and do make a difference. Without you, your Franklin County Fair & Horse Show would not be possible. The catalog printing deadline is April 15, 2011, and only supporters making that deadline can be assured of being listed in the fair catalog. You may mail the completed enclosed form to the address listed.

It takes hard work and community support to conduct a successful fair. We are very appreciative that you chose to be a part of our success in 2010 and hope that you will continue your generous support this year. The 2011 Franklin County Fair & Horse Show will be held July 18-23 at Lakeview Park.

Thank you for your consideration, and we hope to be able to list you as a recognized contributor to the 2011 Franklin County Fair & Horse Show! If you have any questions about sponsorship or advertising, please contact Debbie Mitchell, our finance committee chair at 502-695-5841 or [Debbie.Mitchell@fewpb.net](mailto:Debbie.Mitchell@fewpb.net). If you have other questions concerning the fair, please contact me at 502-223-4106 (home), 502-803-6563 (cell) or visit our website at [www.franklincountyfair.info](http://www.franklincountyfair.info).

Sincerely,

Donna Gay,  
President

**Advertising Contract  
Franklin County Fair & Horse Show Catalog**

*Please Print or Type*

Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone Number \_\_\_\_\_ E-Mail \_\_\_\_\_

Please check size of advertisement desired below

Full Page - \$300;  \$360 (with one spot color);  \$400 (full color)

1/2 Page - \$200;  \$240 (with one spot color);  \$300 (full color)

1/4 Page - \$125;  \$150 (with one spot color);  \$225 (full color)

1/8 Page - \$75;  \$90 (with one spot color);  \$175 (full color)

Extra Charges:

\$100 surcharge for 4-color advertisement

10% surcharge for specified position (*ie., next to MotorSports, a specific page number*)

I am interested in the back cover, inside front or inside back cover. Please contact me to discuss costs and specs.

***For the best print quality, Advertising Copy should be presented flat, without staples through any of the copy, logo, etc., and should be printed in black on white – no pastel inks. You may also submit your copy as a jpg or pdf.***

Special Instructions \_\_\_\_\_

Bill Me .... I understand I need to be paid in full before publication date.

Payment attached

Advertising Copy is  attached;  to be picked up \_\_\_\_\_

To be mailed to Debbie Mitchell, 2560 Switzer Road, Frankfort, KY 40601

I'd like fair catalogs placed in my business!

Questions? Phone 502-695-5841

Date \_\_\_\_\_ Advertiser \_\_\_\_\_

Date \_\_\_\_\_ Fair Board Representative \_\_\_\_\_

## Finished Size of Mini-Tabloid — 8 x 10<sup>5</sup>/<sub>8</sub>

### Full Page Advertisement — 7 x 9<sup>3</sup>/<sub>4</sub>

**\$300** (black and white); **\$360** (with one spot color); **\$400** (full color)

**\$400** (inside front or inside back covers)

**\$500** (back cover)

### Half Page Advertisement — 7 x 4<sup>3</sup>/<sub>4</sub>

or 3.4 x 9<sup>1</sup>/<sub>4</sub>

**\$200** (black and white); **\$240** (with one spot color); **\$300** (full color)

### 1/8 Page Advertisement — 3.4 x 2<sup>1</sup>/<sub>4</sub>

**\$75** (black and white)

**\$90** (with one spot color)

**\$175** (full color)

### 1/4 Page Advertisement — 3.4 x 4<sup>3</sup>/<sub>4</sub>

or 7x 2<sup>1</sup>/<sub>4</sub>

**\$125** (black and white);

**\$150** (with one spot color);

**\$225** (full color)

*NOTE: All color is subject to availability*

[www.franklincountyfair.info](http://www.franklincountyfair.info)

**2011 FRANKLIN COUNTY FAIR AND HORSE SHOW**

JULY 18 - 23, 2011 — Lakeview Park

www.franklincountyfair.info

**RETURN BY APRIL 15, 2011**

**Horse Show Sponsorship Opportunities**

- Grand Premier Sponsor\*** (Includes half page ad in catalog, banner display and 4 passes with box seating for one night of horse show) ..... \$500.00
- Premier Sponsor\*** (Includes quarter page ad in catalog and 4 passes with box seating for one night of horse show) ..... \$400.00
- Full Class Sponsor\*** (Includes 2 passes one night of horse show and ribbon presentation) ..... \$250.00
- Co-Sponsor of Class\*** (includes 2 passes one night of horse show) ..... \$125.00
- General Horse Show Sponsor** ..... \$100.00

Class Preference: \_\_\_\_\_  
(See Enclosed Side for Class List)

\_\_\_\_\_ **Or** \_\_\_\_\_

*Note: All Classes are Subject to Revision.*

**General Donation Opportunities**

*(List of Events/activities available for sponsorship at time of mailing enclosed)*

- \$ \_\_\_\_\_ Undesignated *(to support Fair in general)*
- \$ \_\_\_\_\_ Exhibit Hall \_\_\_\_\_
- \$ \_\_\_\_\_ Livestock Show \_\_\_\_\_
- \$ \_\_\_\_\_ Event/Activity \_\_\_\_\_

**Sponsor Name** *(as it should be listed in Fair Catalog)* \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mail Address:** \_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

- Bill Me
- Send me a Receipt for my sponsorship contribution
- I'd like Fair Catalogs placed in my business!!

Please make checks payable to Franklin County Fair & Horse Show

**Return this sponsorship form to:** **Debbie Mitchell**  
**2560 Switzer Rd**  
**Frankfort KY 40601**  
**phone 502-695-5841, Debbie.Mitchell@fewpb.net**

**THANK YOU FOR YOUR GENEROUS CONTRIBUTION!!!!!!!!!!!!!!**

# 2011 FRANKLIN COUNTY FAIR AND HORSE SHOW

JULY 18 – 23, Lakeview Park

Georgetown Road (US 460), Frankfort, Kentucky

[www.franklincountyfair.info](http://www.franklincountyfair.info)

## General Sponsorship Levels

Sponsor – up to \$100

Premiere Sponsor – \$101-\$250

Grand Premiere Sponsor – \$251-\$500

Elite Sponsor – \$501 and above

## ***A partial list of events and activities for 2011***

### Hancock Pavilion

Miss Teen Franklin County Fair Pageant

Miss PreTeen/Junior PreTeen Pageant

Little Miss & Mister Pageant

Tiny Miss & Mister Pageant

Ms. Franklin County Fair Pageant

Baby Shows

Coca-Cola Talent Showcase

Youth Talent Showcase

Doll Pageant

Hobo Contest

Miss Franklin County Fair Pageant

— (sponsorships available thru Capital City Woman's Club, 395-3709)

### Entertainment Court

**Musical Acts** (if interested in a specific group, please let us know)

**Petting Zoo**

**Cornhole Tournament**

### Livestock Shows

Goat Show

Sheep Show

Swine Show

Rabbit Show

Poultry Show

Livestock Capers

### Other Opportunities

Antiques & Collectibles Show

Ugly Lamp Contest

Teapot Contest

Cookie Jar Contest

Archery Tournament








**Another great opportunity available for businesses  
is the ability to have a commercial or food booth in our entertainment court!**

*If interested, contact us or look for the forms and information at [www.franklincountyfair.info](http://www.franklincountyfair.info),  
which will be updated in the next few weeks.*

**2011 FRANKLIN COUNTY FAIR AND HORSE SHOW**

JULY 18-23, 2011 — Lakeview Park

**Motorsports Sponsorship Opportunities**

-  Kentucky Outlaw Truck Pull
-  ORVTPA Truck Pull
-  KTPA Truck Pull
-  Mud Sling
-  Lawnmower Derby
-  Mini Demolition Derby
-  Demolition Derby

**Sponsor – up to \$100      Premiere Sponsor – \$101-\$250**  
**Grand Premiere Sponsor – \$251-\$500      Elite Sponsor – \$501 and above**

I want to help sponsor (Event): \_\_\_\_\_ at \$ \_\_\_\_\_  
 I want to help sponsor (Event): \_\_\_\_\_ at \$ \_\_\_\_\_  
 I want to help sponsor (Event): \_\_\_\_\_ at \$ \_\_\_\_\_

**Motorsports Banner Sponsorship Order Form**

I, \_\_\_\_\_, agree to sponsor a banner to be displayed at the pull track during the 2011 Franklin County Fair. The banner will be approximately 2' x 6' in size and may contain my one-color logo and/or lettering (*subject to fair board approval*) advertising my business, event or activity. Logos and lettering must be in the same solid color — screening is not available. I understand that colors I may select are subject to availability. Logos must be provided as one color and in a vector format, *i.e.* .ai, .eps, or .cdr. If that is not possible, additional charges will apply.

- Renewal Banner Price: \$100 (*if you purchased a banner prior to this year, and NO changes need to be made*)
- New Banner Price:     \$125 (*white background*);     \$160 (*color background \_\_\_\_\_*)

Sponsor's Name: \_\_\_\_\_

Sponsor's Address: \_\_\_\_\_  
\_\_\_\_\_

Sponsor's Phone: \_\_\_\_\_

Sponsor's Signature: \_\_\_\_\_

Ink Color Choice (*subject to availability*): \_\_\_\_\_

Lettering for Banner Design: (*all lettering in one color only*)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please Return To:**                      **Franklin County Fair Banner Sponsorship**  
**Debbie Mitchell**  
**2560 Switzer Road**  
**Frankfort, KY 40601**