

Franklin County **FAIR** & Horse Show

January 1, 2016

OFFICERS

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Patti Cross, Vice-President
David Campbell, Secretary
Kenneth Hockensmith,
Treasurer & Immediate
Past President

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William Lewis Boyd
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Matt Craig, Beef Cattle
Assn Representative
Carolyn Dowdy
Kris Dunn, Horsemen's
Assn Representative
Jared Hubbard
Amy Keach
Pat Mitchell
Rick Rogers
Brooke Stigers
Susan Williams
J. R. Zinner, Vocational
Agriculture Teacher
Representative

ASSOCIATE MEMBERS

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Anne Hillard
Chester Hillard
Greg Howard
Tracey Huckeba
Adam Leonberger
Charles S. Lewis II
Whitney McKoy
Scott Perry
Jackie Sue Phillips
Leslie Reynolds
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Becky Shelton
Ricky Shelton
Sharon Spencer
David Stigers
Tamera Thomas
Houston Wells

Dear Friend and Fair Board Supporter:

It is hard to imagine that it is already time for us to be contacting you in asking for your support again in 2016. The generous support of businesses and the community as a whole is imperative in continuing this event. The 2016 Fair will be held July 12-16. Without your continued support we would be unable to offer the Fair to the community. The Fair is solely supported by contributions, catalog advertising, and the various event and class sponsorships.

We, the Fair Board, realize it is early for your commitments, but it is necessary so that we may get the fair catalog into the hands of the public in a timely manner. The deadline for the catalog is April 15, 2016. You may mail the completed enclosed form to the address listed on the bottom left side of this correspondence.

This year, we have put together five advertising/sponsorship packages that encompass the traditional, as well as new methods of promotion available to you. Or, you may continue to select only those methods you have used in past years. Enclosed are pages that detail all the options.

All contributions are important and do make a difference. If you have any questions about sponsorship or advertising, please contact Susan Williams, our finance committee chair at 502-223-3743 (home) or 502-330-5698 (cell).

Thanking you again for your continued support of this long-standing community tradition, the Franklin County Fair and Horse Show.

Best Regards,

Richard Mitchell,
President

P. O. Box 4565
Frankfort, Ky. 40604
www.franklincountyfair.info

Franklin County **FAIR** and Horse Show

Advertising and Sponsorship Opportunities

Grand Premier Exclusive Sponsorship Package - \$2500

- Full Page/Full Color Advertisement in Fair Catalog
- Two 2'x6' Banners (background color of choice)
- Recognition as a Grand Premier Sponsor at MotorSports Events
- Recognition as a Grand Premier Sponsor on Fair Facebook Page w/Your Logo and Link to Your Business
- Your Logo and Link to Your Business on Fair Web Site
- Full Class Horse Show Sponsor (includes ribbon presentation)
- Exclusive Sponsorship of a Fair Event of Your Choice (includes 4 gate passes for night of event)

Premium Sponsorship Package - \$1000

- Full Page/Full Color Advertisement in Fair Catalog
- 2'x6' Banner (white background/one color)
- Recognition as a Premium Sponsor at MotorSports Events
- Recognition as a Premium Sponsor on Fair Facebook Page w/Your Logo and Link to Your Business
- Full Class Horse Show Sponsor (includes ribbon presentation)

Basic Sponsorship Packages:

- (A) Full Page Black & White Advertisement in Fair Catalog – **\$500**
2'x6' Banner (background color of your choice)
Co-Sponsor of a Horse Show Class
- (B) 1/2 page Black & White Advertisement in Fair Catalog – **\$350**
2'x6' Banner (white background/one color)
Co-Sponsor of a Horse Show Class
- (C) 1/4 page Black & White Advertisement in Fair Catalog – **\$250**
2'x6' Banner (white background/one color)
General Horse Show Sponsor (one night of your choice)

Fair Catalog Advertisement Only:

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 below, as well as on the enclosed advertising contract. Special requests will be addressed where possible. This is a convenient way to show your support for the fair.

- (D) 1/8 page – Black & White – Business Card Size – **\$75**
- (E) 1/8 page – Spot Color – Business Card Size – **\$90**
- (F) 1/8 page – Full Color – Business Card Size – **\$175**

- (G) 1/4 page – Black & White – **\$125**
- (H) 1/4 page – Spot Color – **\$150**
- (I) 1/4 page – Full Color – **\$225**

- (J) 1/2 page – Black & White – **\$200**
- (K) 1/2 page – Spot Color – **\$240**
- (L) 1/2 page – Full Color – **\$300**

- (M) Full page – Black & White – **\$300**
- (N) Full page – Spot Color – **\$360**
- (O) Full page – Full Color – **\$400**

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)
-- vertical (7" w x 9¼" h)
- 1/2 Page - \$200; \$240 (with one spot color); \$300 (full color)
-- vertical (3.4" w x 9¼" h) horizontal (7" w x 4¾" h)
- 1/4 Page - \$125; \$150 (with one spot color); \$225 (full color)
-- vertical (3.4" w x 4¾" h) horizontal (7" w x 2¼" h)
- 1/8 Page - \$75; \$90 (with one spot color); \$175 (full color)
-- business card size/horizontal (3.4" w x 2¼" h)

Extra Charges:

- 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 submitted digitally as a jpg or pdf. Advertising copy can also be presented flat, without staples through any of the copy, logo, etc., and should be printed in black on white – no pastel inks.

Special Instructions _____

- Bill Me I understand I need to be paid in full before publication date.
- Payment attached I'd like fair catalogs placed in my business!

Advertising Copy is attached; to be picked up _____

To be mailed to Susan Williams, P.O. Box 4565, Frankfort, KY 40604

To be E-mailed to *patticross@bellsouth.net*

Questions? Phone Susan at 502-223-3743 (home) or 502-330-5698 (cell)

Date _____ Advertiser _____

Date _____ Fair Board Representative _____

**FRANKLIN COUNTY FAIR AND HORSE SHOW
EVENT and CLASS SPONSORSHIPS**

This traditional means of support is associated primarily with the Horse Shows, MotorSports, Exhibit Hall and other major events. Recognition for donations is given with the event details or class listing in the fair catalog, the Web site, and at the time of the activity.

RETURN BY APRIL 15, 2016

Horse Show Sponsorship Opportunities

- Full Class Sponsor*** (Includes 2 passes one night of horse show and ribbon presentation) \$250.00
- Co-Sponsor of Class*** \$125.00
- General Horse Show Sponsor** \$100.00

Class Preference: _____

_____ Or _____

Note: All Classes are Subject to Revision.

General Donation and Event Sponsorship Opportunities

\$ _____ Undesignated (A contribution in support of the Fair to be applied wherever the need is greatest.)

\$ _____ Exhibit Hall Preferred Class: _____

\$ _____ Livestock Show Preferred Show/Class: _____

\$ _____ Event/Activity Preferred Event/Class: _____

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: Susan Williams
P.O. Box 4565
Frankfort KY 40604
phone 502-223-3743 (home) or 502-330-5698 (cell)

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

Motorsports Sponsorship Opportunities

 KOI Drag Racing  KTPA Truck Pull  Mud Sling

 Mini Demolition Derby  Demolition Derby

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 2016 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.

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

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
Susan Williams
P.O. Box 4565
Frankfort, KY 40604**