

Franklin County **FAIR** & Horse Show

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Michael C. Wiley Sr.

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

February 1, 2017

Dear Friend and Fair Board Supporter:

It's that time of year again! **The Fair Board is requesting your support** of the Franklin County Fair and Horse Show July 18 - 22 for 2017. With the fair board and associate members' hard work, and your financial support, we will continue our community fair tradition for the community we all love.

Where better can you place your financial support throughout the year that touches so many lives in Franklin County and continues the fair tradition for our community?

Why financially support the fair?

- It is a Franklin County community tradition....it's your community and your community's tradition;
- It touches lives young and old through our handicrafts, gardening, and pottery exhibits;
- It supports educational and fun livestock shows to perpetuate our farming traditions;
- Being the horse capital of the world, our horse show entertains our attendees and perpetuates interest in the horse industry; and
- The great food, games, motorsports, pageants, and rides.

The generous support of businesses and the community, as a whole, is imperative to continue our tradition of putting on the Franklin County Fair. **Without your support**, we wouldn't be able to bring the Fair to our 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, 2017. You may mail the completed-enclosed form(s) to P. O. Box 4565, Frankfort, KY 40604.**

How can you financially support this year's fair? We have put together five advertising/sponsorship packages, as well as new methods of promotion available to you. If you want to continue your past support, select only those methods you have used in past years. **Enclosed are pages that detail all the options....mail us the form(s) that apply to your support.** The sections are labeled as noted below:

- I. Advertising and Sponsorship Opportunities**
- II. Fair Catalog Advertising Only**
- III. Advertising Contract**
- IV. Event & Class Sponsorship**
- V. Motorsports Sponsorship Opportunities**

All contributions **large or small** are important and make a difference. **Won't you support our community fair to continue this tradition?** If you have any questions about a donation, sponsorship or advertising, please contact Carolyn Dowdy, Finance Committee Chair at (502) 682-0617.

Thanking you in advance for your continued support and consideration.

Best Regards,

Patti Cross, President



I. Advertising and Sponsorship Opportunities

Grand Premier Exclusive Sponsorship Package - \$2500

- Full Page/Full Color Advertisement in Fair Catalog
- One Non-Food Booth Space
- Two 2'x6' Banners (background color of choice)
- Recognition as a Grand Premier Sponsor at Motor Sports 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
- One Non-Food Booth Space
- 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:

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

II. 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.

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

- **1/4 page – Black & White – \$125**
- **1/4 page – Spot Color – \$150**
- **1/4 page – Full Color – \$225**

- **1/2 page – Black & White – \$200**
- **1/2 page – Spot Color – \$240**
- **1/2 page – Full Color – \$300**

- **Full page – Black & White – \$300**
- **Full page – Spot Color – \$360**
- **Full page – Full Color – \$400**

III. 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 Carolyn Dowdy, P.O. Box 4565, Frankfort, KY 40604

To be E-mailed to patticross@bellsouth.net

Questions? Phone Carolyn Dowdy at (502) 682-0617

Date _____ Advertiser _____

Date _____ Fair Board Representative _____

IV. 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, 2017

Horse Show Sponsorship Opportunity

Full Class Sponsor \$150.00

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: Carolyn Dowdy
P.O. Box 4565
Frankfort KY 40604
Phone (502) 682-0617

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

V. Motorsports Sponsorship Opportunities

 KOI Drag Racing  KTPA Truck/Tractor Pull  Kentucky Truck Tuggers

 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 2017 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**
Carolyn Dowdy
P.O. Box 4565
Frankfort, KY 40604