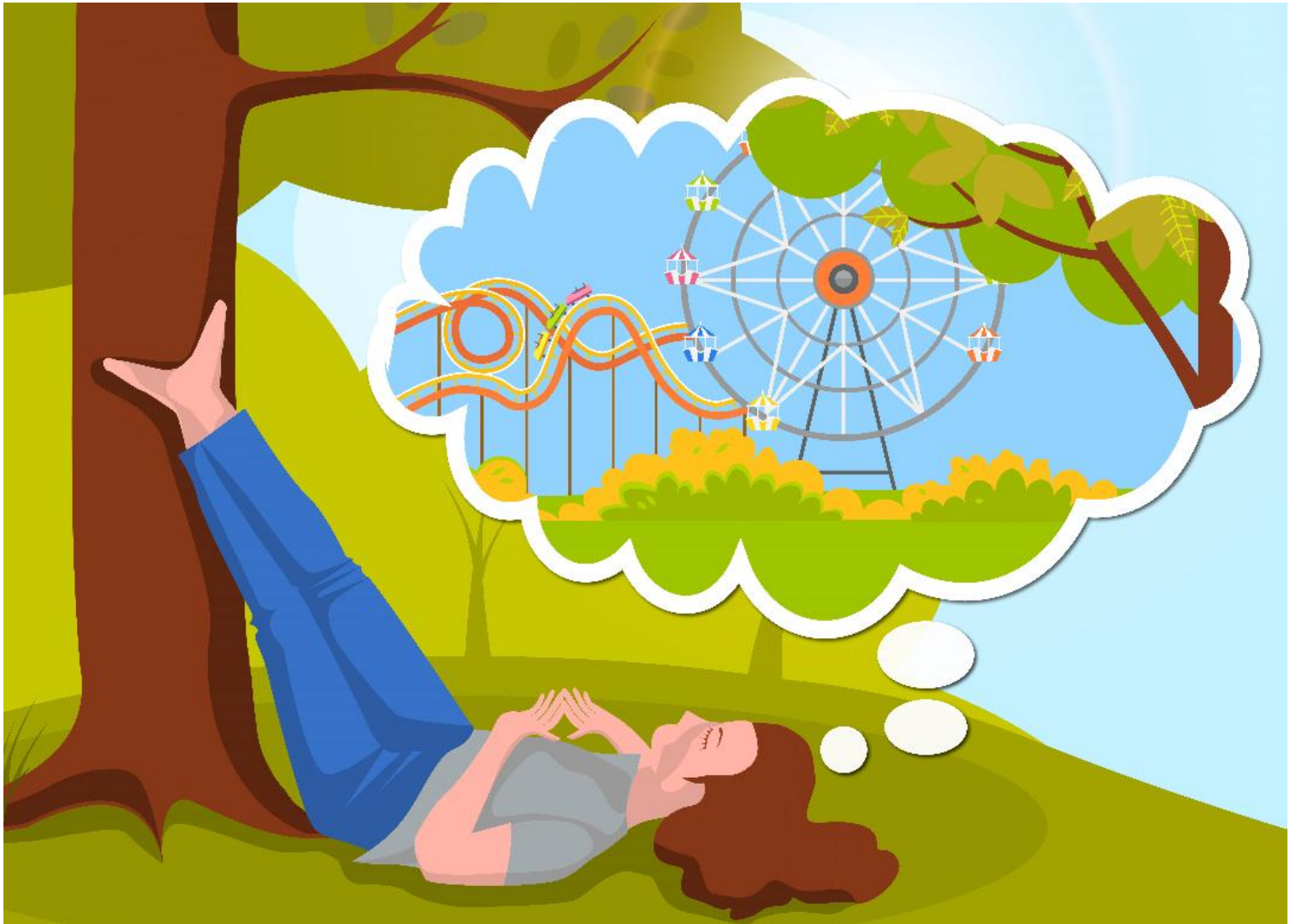


Friends of Belchertown Fair
Sponsorship Opportunities
164th Belchertown Fair & Parade
September 22, 23 & 24th



BELCHERTOWN 164TH FAIR
BLUE JEANS & FAIR DREAMS



Dear Friend,

The Fair Committee members and many community organizations are already hard at work making plans for the 16th Fair & Parade. Without question, community participation is the key to this annual town tradition.

As a non-profit organization, the Fair Committee is a small group of volunteers who can only do so much on their own. It is the assistance of local individuals and businesses through funding and volunteering that helps keep the fair a free family event.

We would like to offer you the opportunity to help sponsor events throughout Fair weekend and **be recognized** for contributing to our treasured tradition. We know that you have many choices to make on what organizations you support and we truly appreciate any consideration that you have for helping the Friends of the Fair & Parade. We have enclosed the sponsorship categories and have shown how the community will be made aware of your generosity.

To receive the optimum exposure for being a sponsor, we will need your sponsorship form and check by August 13th.

Many of you have been loyal supporters of the fair throughout the years in a variety of ways ... *Thank You* for your past and continued support. If you have never sponsored an event or you are new to our community, we hope you will consider a sponsorship and take advantage of some great publicity your business can get for supporting the 164th Belchertown Fair & Parade.

We look forward to hearing from you. And, regardless of your ability to assist us, we hope that you and your family and friends will come to the Fair to help us celebrate this year's theme, "Blue Jeans and Fair Dreams".

Friends of the Fair and Parade

Mona Griffin 413-230-0451 griffmona@gmail.com

Becky Newsome 603-843-5118 FriendsofBtownFair@gmail.com

Hope to see you at the 164th Belchertown Fair & Parade!



164th BELCHERTOWN FAIR & PARADE SPONSORSHIP OPPORTUNITIES

Opportunities are available in varied activities throughout the Fair. Your generous support is acknowledged in advertising at a level consistent with your total sponsorship. If you have specific questions please contact:

Becky Newsome friendsoftownfair@gmail.com Phone: 603-843-5118 or
Ramona Griffin griffmona@gmail.com Phone: 413-230-0451.

ACTIVITY OPTIONS

- Pulling Area: Horse Draw, Ox Draw, Friend of Pulling
- Agricultural Favorites: Giant Pumpkin, Poultry Show, Rabbit Show, Friend of Ag
- New England Favorites: Baby Contest, Frog Jumping Contest, Veggie 500, Boy's & Girls Night Out, Kid's Tractor Pull
- Social Tent: Many entertainers available. Please indicate your donation amount and desired entertainer (If you have one) on Sponsorship Form. "In Part" sponsorships are accepted. If no performer or activity is identified, an event will be assigned by the F.O.F.
- Kids Tent: Many events available. Please indicate your donation amount on Sponsorship Form and an event will be identified for your sponsorship
- Annual Parade
- Exhibit Hall
- "In Kind" Sponsorship: This includes contributions of your special goods, services or time. Please indicate your donation on the sponsorship form.

SPONSORSHIP ACKNOWLEDGEMENT

White Ribbon (Honorable Mention) Sponsors (\$150 to \$349)

- Line Item Event Signage in two major locations at the Gazebo & Exhibit Hall.
- Acknowledge sponsorship in full page Thank You Ad in The Sentinel the week after the fair.
- Acknowledge sponsorship on www.belchertownfair.com
- Sponsor Shingle prominently displayed in an appropriate location on Fairgrounds.

Red Ribbon Sponsors (\$350 to \$699)

- Line Item Event Signage in two major locations at the Gazebo & Exhibit Hall.
- Acknowledge sponsorship in full page Thank You Ad in The Sentinel the week after the fair.
- Acknowledge sponsorship on www.belchertownfair.com
- Sponsor Shingle prominently displayed in an appropriate location on Fairgrounds.
- Real Estate sign displayed during sponsored event.

Blue Ribbon (\$700 to \$1199)

- Line Item Event Signage in two major locations at the Gazebo & Exhibit Hall.
- Acknowledge sponsorship in full page Thank You Ad in The Sentinel the week after the fair.
- Acknowledge sponsorship on www.belchertownfair.com.
- Sponsor Shingle prominently displayed in an appropriate location on Fairgrounds
- Real Estate sign displayed during sponsored event.
- Announcement During Parade
- Your company supplied sign displayed at sponsored event (*Banner 2'x4'*).
- Acknowledge sponsorship on www.belchertownfair.com with a link to your website.

Best of Show (\$1200 to \$1699)

- Line Item Event Signage in two major locations at the Gazebo & Exhibit Hall.
- Acknowledge sponsorship in full page Thank You Ad in The Sentinel the week after the fair.
- Acknowledge sponsorship on www.belchertownfair.com.
- Sponsor Shingle prominently displayed in an appropriate location on Fairgrounds.
- Real Estate sign displayed during sponsored event.
- Announcement During Parade.
- Your company supplied sign displayed at sponsored event (*Banner 2'x4'*).
- Acknowledgment on Friends of Fair FaceBook & Polite Belchertown Community Forum.
- Acknowledge sponsorship on FRONT page of www.belchertownfair.com with a link to your website

Judge's Choice (\$1700 and More)

- Line Item Event Signage in two major locations at the Gazebo & Exhibit Hall.
- Acknowledge sponsorship in full page Thank You Ad in The Sentinel the week after the fair.
- Acknowledge sponsorship on www.belchertownfair.com
- Sponsor Shingle prominently displayed in an appropriate location on Fairgrounds.
- Real Estate sign displayed during sponsored event.
- Announcement During Parade.
- Your company sign or 2 x 4 banner displayed at sponsored event.
- Acknowledgment on Friends of Fair FaceBook & Polite Belchertown Community Forum.
- Acknowledge sponsorship on FRONT page of www.belchertownfair.com with a link to your website
- *Additionally ... Your company banner (up to 3 x 5) displayed on the Gazebo all weekend.*

164th Belchertown Fair & Parade Sponsorship Application

COMPANY Name: _____

Contact Name: _____ Phone: (____) _____ { } Cell { } Business

Address: _____

Email: _____

Company Website: _____

Category Designation

{ } Judges Choice \$1700 { } Best of Show \$1200 { } Blue Ribbon \$700

{ } Red Ribbon \$350 { } White Ribbon (Honorable Mention) \$150

Sponsorship Designation

Total Amount Enclosed: \$_____ { } Use as needed

{ } Specific Area: _____
(Pulling Area, Agricultural Favorites, New England Favorites, Social Tent, Kids Tent, Parade, Exhibit Hall, "In Kind")

{ } Specific Activity/Performer: _____
If interested in a specific activity or performer, contact Cindy Brown at btstrike@aol.com for availability.

In Kind Service, we can provide: _____

If volunteering for support at an activity, what activity will you participate in?

of Volunteers: _____ Primary contact for volunteers? _____

Contact **Cell**: (____) _____ Contact Email: _____

Banner Available? { } Yes { } No Banners for Blue Ribbon, Best of Show & Judges Choice sponsorships must be received and/or be available by **Friday 9/13/19**. Banners can be dropped at Stadler Street ACE Hardware or picked up.

Where can banner be picked up? _____ When (hours): _____

Returned to: _____ Phone (If Different from Above) _____

Belchertown Fair & Parade Committee, PO Box 670, Belchertown, MA 01007-0670
www.BelchertownFair.com Email: FriendsofBtownFair@gmail.com