



SPONSORSHIP INFORMATION

Wicomico County Fair
August 18-20, 2023
Winterplace Park

About the Wicomico Fair:

The Wicomico Farm and Home Show partners with Wicomico County Recreation, Parks & Tourism to provide family friendly programming and county fair traditions. The Wicomico County Fair is a three-day event held at Winterplace Park with attendance of over 15,000 people. This event features programming that includes live entertainment, children's activities, car shows, livestock competitions, petting zoo, contests & competitions, agriculture displays, local food vendors, and so much more!

Best in Show – Presenting Sponsor - \$7500

- Premium space for your logo on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
→ **Please Note:** Must register as a sponsor by May 15th
- Press release announcing your sponsorship sent out to all major media outlets
- Name and/or logo placement in TV Commercial (if possible), press releases & promotional materials
- Name mention in media coverage whenever possible and appropriate
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Sponsor logo placement on billboards
- Name mention in radio commercials
- Announcements from stage throughout the event
- Complimentary premium display space at the fair
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Opportunity to hand out promotional items at the entrance of the fairgrounds (sponsor provided)

Blue Ribbon Sponsor - \$5000

- Premium space for your logo on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
→ **Please Note:** Must register as a sponsor by May 15th
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Name and/or logo placement in promotional materials
- Announcements from stage throughout the event
- Complimentary premium display space at the fair

Zach Evans: 443-867-5185

OR

Tri Townsend: 410-603-9598



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Red Ribbon Sponsor - \$2500

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→ **Please Note:** Must register as a sponsor by May 15th
- Name and/or logo placement in promotional materials
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Complimentary premium display space at the fair

Premier Sponsor - \$1000

- Your logo on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
→ **Please Note:** Must register as a sponsor by May 15th
- Promotion of your sponsorship through Wicomico Fair Facebook, e-blasts, and any additional digital marketing
- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Complimentary vendor registration

Supporting Sponsor - \$500

- Sponsor name listed on Wicomico Fair website with link
- Sponsorship recognized in Wicomico Fair Premium Insert (Salisbury Independent)
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- Signage and banner space at the fairgrounds in prime locations (sponsor provided)
- Complimentary vendor registration

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Sponsorship Contract

Contact Name: _____

Company: _____

Mailing Address: _____

Phone: _____ Fax: _____

E-mail: _____

Reminders:

- If you have a company banner display, please drop it off at the Wicomico County Youth & Civic Center no later than Monday, August 14, 2023.
- If your sponsorship includes displaying your logo on our promotions please send a high resolution copy of your logo as soon as possible to Nicole Wheatley (nwheatley@wicomiconcounty.org)

My company would like to sponsor the following:

- ☐ Best in Show – Presenting Sponsor - \$7500
- ☐ Blue Ribbon Sponsor - \$5000
- ☐ Red Ribbon Sponsor - \$2500
- ☐ Premier Sponsor - \$1000
- ☐ Supporting Sponsor - \$500

Please make checks payable to: "Wicomico Farm & Home Show, Inc. or Wicomico County Fair"

*Checks should be mailed to: Wicomico Farm & Home Show
PO Box 493
Salisbury, MD 21803*

We the undersigned do hereby agree upon the selected terms of service as stated above. Payment of selected sponsorship/services is required upon signature of this contact.

Event Sponsor Representative (Please print)

Wicomico County Fair Representative (Please print)

Event Sponsor Representative Signature

Date

Wicomico County Fair Representative Signature

Date