



## 2015 SONOMA-MARIN FAIR SPONSORSHIP OPPORTUNITIES

### Official Sponsor of the Sonoma-Marin Fair ❖ \$10,000

The generous investment of **\$10,000** will provide *your company* with the following benefits:

- ❖ Your Named Day of the Fair! Your day will be included in schedules and promotional materials
- ❖ 6 tickets to the VIP Event on Opening Night
- ❖ Prominent signage area for placement of 3 banners
- ❖ Logo placement on Fair posters, distributed throughout Sonoma and Marin Counties
- ❖ Logo placement in the Official Sonoma-Marin Fair Program
- ❖ Logo placement in the Schedules of Events
- ❖ Logo placement on the official Sonoma-Marin Fair website Sponsor Page
- ❖ 12 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- ❖ 80 complimentary Fair admission tickets
- ❖ 3 season parking pass
- ❖ 4 VIP lunch passes
- ❖ Benefit from \$500,000 in publicity, promotion, and marketing generated for the Sonoma-Marin Fair

### Best of Show Sponsor of the Sonoma-Marin Fair ❖ \$5,000

The generous investment of **\$5,000** will provide *your company* with the following benefits:

- ❖ Naming rights to a building or location. Your named location will be included in promotional materials
- ❖ 4 tickets to the VIP Event on Opening Night
- ❖ Prominent signage area for placement of 2 banners
- ❖ Logo placement on Fair posters, distributed throughout Sonoma and Marin Counties
- ❖ Logo placement in the Official Sonoma-Marin Fair Program
- ❖ Logo placement in the Schedules of Events
- ❖ Logo placement on the official Sonoma-Marin Fair website Sponsor Page
- ❖ 10 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- ❖ 45 complimentary Fair admission tickets
- ❖ 2 season parking pass
- ❖ 4 VIP lunch passes
- ❖ Benefit from \$500,000 in publicity, promotion, and marketing generated for the Sonoma-Marin Fair

### Blue Ribbon Sponsor of the Sonoma-Marin Fair ❖ \$2,500

The generous investment of **\$2,500** will provide *your company* with the following benefits:

- ❖ Naming rights to an area or exhibit. Your location will be highlighted with signage on/in the area
- ❖ 2 tickets to the VIP Event on Opening Night
- ❖ Prominent signage area for placement of 2 banners
- ❖ Logo placement on Fair posters, distributed throughout Sonoma and Marin Counties
- ❖ Logo placement in the Official Sonoma-Marin Fair Program
- ❖ Logo placement in the Schedules of Events
- ❖ Logo placement on the official Sonoma-Marin Fair website Sponsor Page
- ❖ 8 "Voice of the Fair" announcements over the PA system acknowledging your sponsorship
- ❖ 25 complimentary Fair admission tickets
- ❖ 1 season parking pass, 2 single day parking passes
- ❖ 2 VIP lunch passes
- ❖ Benefit from \$500,000 in publicity, promotion, and marketing generated for the Sonoma-Marin Fair

### **Red Ribbon Sponsor of the Sonoma-Marin Fair ❖ \$1,500**

The generous investment of **\$1,500** will provide *your company* with the following benefits:

- ❖ Prominent signage area for placement of 2 banners
- ❖ Logo placement in the Official Sonoma-Marin Fair Program
- ❖ Logo placement in the Schedules of Events
- ❖ Logo placement on the official Sonoma-Marin Fair website Sponsor Page
- ❖ 5 “Voice of the Fair” announcements over the PA system acknowledging your sponsorship
- ❖ 16 complimentary Fair admission tickets
- ❖ 2 single day parking passes
- ❖ 2 VIP lunch passes
- ❖ Benefit from \$500,000 in publicity, promotion, and marketing generated for the Sonoma-Marin Fair

### **White Ribbon Sponsor of the Sonoma-Marin Fair ❖ \$1,000**

The generous investment of **\$1,000** will provide *your company* with the following benefits:

- ❖ Prominent signage area for placement of 1 banner
- ❖ Logo placement in the Official Sonoma-Marin Fair Program
- ❖ Logo placement in the Schedules of Events
- ❖ Logo placement on the official Sonoma-Marin Fair website Sponsor Page
- ❖ 5 “Voice of the Fair” announcements over the PA system acknowledging your sponsorship
- ❖ 12 complimentary Fair admission tickets
- ❖ 2 single day parking passes
- ❖ 2 VIP lunch passes
- ❖ Benefit from \$500,000 in publicity, promotion, and marketing generated for the Sonoma-Marin Fair

### **Banner Sponsor of the Sonoma-Marin Fair ❖ \$500**

The generous investment of **\$500** will provide *your company* with the following benefits:

- ❖ Prominent signage area for placement of 1 banner, maximum size 8’ x 3’
- ❖ 5 “Voice of the Fair” announcements over the PA system acknowledging your sponsorship
- ❖ 8 complimentary Fair admission tickets
- ❖ 1 single day parking pass

### **‘Sponsor Booth’ Sponsor of the Sonoma-Marin Fair ❖ \$500**

The generous investment of **\$500** will provide *your company* with the following benefits:

- ❖ Use of our special 10’ x 10’ sponsor booth for distribution of coupons, promotional materials or product sampling. Sponsor booth space is limited and must be pre-arranged, space is not guaranteed
- ❖ 5 “Voice of the Fair” announcements over the PA system acknowledging your sponsorship
- ❖ Single-day admission tickets for day-of booth staff and 2 parking passes for day-of use



## 2015 SONOMA-MARIN FAIR SPONSORSHIP OPPORTUNITIES

Yes! I will sponsor the Sonoma-Marin Fair as outlined above: *please check the box below*

- |                                               |          |                                                  |         |
|-----------------------------------------------|----------|--------------------------------------------------|---------|
| <input type="checkbox"/> Official Sponsor     | \$10,000 | <input type="checkbox"/> White Ribbon Sponsor    | \$1,000 |
| <input type="checkbox"/> Best Of Show Sponsor | \$5,000  | <input type="checkbox"/> Banner Sponsor          | \$500   |
| <input type="checkbox"/> Blue Ribbon Sponsor  | \$2,500  | <input type="checkbox"/> 'Sponsor Booth' Sponsor | \$500   |
| <input type="checkbox"/> Red Ribbon Sponsor   | \$1,500  |                                                  |         |

### Additional Sonoma-Marin Fair Sponsorship Opportunities:

- |                                                                                                                 |            |
|-----------------------------------------------------------------------------------------------------------------|------------|
| <input type="checkbox"/> Sonoma-Marin Fair Trackless Train <i>(Blue Ribbon Sponsorship + Train Advertising)</i> | \$3,500.00 |
| <input type="checkbox"/> Sonoma-Marin Fair Schedule <i>(Blue Ribbon Sponsorship + Schedule Advertising)</i>     | \$3,500.00 |
| <input type="checkbox"/> Sonoma-Marin Fair T-Shirt <i>(Blue Ribbon Sponsorship + T-Shirt Advertising)</i>       | \$3,500.00 |

### Or, If Your Business Would Like to Anonymously Support the Sonoma-Marin Fair:

- |                                     |                                     |                                     |                                      |                                         |
|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|-----------------------------------------|
| <input type="checkbox"/> \$100.00   | <input type="checkbox"/> \$200.00   | <input type="checkbox"/> \$500.00   | <input type="checkbox"/> \$1,000.00  | <input type="checkbox"/> \$1,500.00     |
| <input type="checkbox"/> \$2,000.00 | <input type="checkbox"/> \$3,000.00 | <input type="checkbox"/> \$5,000.00 | <input type="checkbox"/> \$10,000.00 | <input type="checkbox"/> other \$ _____ |

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

\_\_\_\_\_  
Contract Signer Name, if different

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

*Please complete and return to confirm your intent to sponsor. Based on the information provided, we will generate an official Sponsorship Contract, which will be sent to the address listed above. You may return your intent to sponsor by email, mail or fax.*

**Board Of Directors:** Dominic Grossi, Novato – President ♦ James Burlinson, Petaluma ♦ Herm Benedetti, Sonoma  
 Jeff James, Cotati ♦ Nicole Marzo, Petaluma ♦ Ruth McClure, Inverness ♦ Tara Smith, Petaluma  
 Dr. Lois Moore, Novato ♦ Nicole Lim, Santa Rosa ♦ Sarah Cummings, Chief Executive Officer

**Mission Statement:** The Sonoma-Marin Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the citizens of California, especially the youth of Sonoma and Marin Counties. This is achieved by providing educational, entertainment and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California's Agricultural heritage.

#### Contact Information

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