



Mailing Address
PO Box 366
Monterey, VA 24465

Fair Address
386 Myers Moon Road
Monterey, VA 24465

2024 Highland County Fair FUNDRAISER Sponsor Application
Event on JULY 6, 2024

The Highland County Fair (A 501(c)3 Non-Profit Organization), nestled in the picturesque town of Monterey, Virginia, is a vibrant celebration of rural traditions and community spirit. To keep this event alive, we're having a FUNDRAISER that will entail a Classic Cruise In, Truck & Tractor Pull, and Demolition Derby. By supporting us, your business will be seen as both community-minded and agriculturally conscious. We offer sponsorship packages to meet your specific marketing needs, ensuring your brand reaches a wide audience.

We invite your business, organization, or event to become an official sponsor of the Highland County Fair's Fundraiser contributing to the support of this cherished community tradition. Please email any questions to Highland County Fair Association Secretary, Holli McVeigh at info@highlandcountyfairva.com
Please let us know if you'd like to be a sponsor of the Highland County Fair being held this year on August 28th through 31st. We have all new sponsorship packages that you won't be able to pass up!

****Deadline****
June 24, 2024

To apply as a sponsor:

- Please provide all requested information on the application.
- Please acknowledge your approval at the end of the form.
- Please enclose a check or money order payable to the Highland Fair Association, Inc. ***There will be a \$25.00 service fee for any returned checks.** Online payments may be arranged, please email Michael Botkin at michael@highlandcountyfairva.com
- The application may be scanned and emailed to info@highlandcountyfairva.com or you can mail with payment to the address below. **If mailing your application please mail by June 17th to be received by June 24th.**

Highland County Fair Association, Inc.
Attn: Fundraiser Sponsorship
PO Box 366
Monterey, VA 24465

Thank you! We wish everyone a safe and enjoyable Fair!

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Please check as many of the following options as you wish:

_____ EVENT TOP SPONSOR - \$500

- You are mentioned before and during the FUNDRAISER as a Top Sponsor (radio interviews, before entertainment, press releases, Facebook, etc.)
- You will be announced as a Top Sponsor during each event of the fundraiser.
- Your organization is announced collectively in a post as a Top Sponsor with other Top Sponsors before the fundraiser using our Facebook (www.facebook.com/HighlandCountyFairVA) account. Our popular Facebook page has over 3,700 followers.
- You have the option to provide promotional materials for your organization to be placed at an unstaffed informational area under the pavilion next to the old Fair office. Promotional materials may include flyers, business cards, giveaways or other similar materials, not to exceed 3 different items of no larger than 8.5x11in each. Promotional materials must be delivered to the Highland County Fair Association no later than 4:00pm on Friday, June 28, 2024.

_____ TRUCK & TRACTOR PULL CLASS SPONSOR

- You will be announced as a sponsor before each class you sponsor.
- Your organization is announced collectively in a post as a class sponsor with other sponsors before the fundraiser using our Facebook (www.facebook.com/HighlandCountyFairVA) account. Our popular Facebook page has over 3,700 followers.
- If you sponsor \$500 or more in classes you receive Top Sponsor benefits.

- \$225 - Daily Driver Gas
- \$325 - Street 4x4
- \$325 - Hot Street
- \$400 - Modified 4x4 (partial class sponsor)
- \$400 - Modified 4x4 (Partial class sponsor)
- \$400 - Modified 4x4 (Partial class sponsor)
- \$300 - Street Diesel (Partial class sponsor)
- \$300 - Street Diesel (Partial class sponsor)
- \$400 - Hot Street Diesel (partial class sponsor)
- \$400 - Hot Street Diesel (partial class sponsor)
- \$300 - Hot Antique Tractor (partial class sponsor)
- \$300 - Hot Antique Tractor (partial class sponsor)
- \$400 - Altered Farm Tractor (partial class sponsor)
- \$400 - Altered Farm Tractor (partial class sponsor)

_____ DEMOLITION DERBY CLASS SPONSOR

- You will be announced as a sponsor before each class you sponsor.
- Your organization is announced collectively in a post as a class sponsor with other sponsors before the fundraiser using our Facebook (www.facebook.com/HighlandCountyFairVA) account. Our popular Facebook page has over 3,700 followers.
- If you sponsor \$500 or more in classes you receive Top Sponsor benefits.

- \$350 - 4 cylinder stock
- \$350 - 6 cylinder stock
- \$350 - 8 cylinder stock



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BUSINESS NAME _____

MAIN CONTACT PERSON _____

ADDRESS _____

STREET/PO BOX _____

CITY _____ STATE _____ ZIP _____

PHONE _____

E-MAIL ADDRESS _____

WEBSITE _____

FOR MARKETING PURPOSES, PLEASE DESCRIBE YOUR ORGANIZATION IN THREE SENTENCES OR LESS:

Notice: Should an act of God, terrorism, Mother Nature, health crisis, pandemic, or community disaster occur, the Highland County Fair Association, Inc in consultation with Highland County officials including, but not limited to, the Police Department, EMS Services, Fire Departments, Highland County Public Schools, Emergency Officials, and Board of Supervisors will make all decisions regarding the fair’s fundraiser based on safety first. The Highland County Fair Association cannot accept the risk of disaster for everyone. Each participant and vendor must accept the risk of loss of his or her entry fee in the event that the Highland County Fair Association for any reason cancels its vendor/exhibitor and food vendor portion of the fundraiser. There will be NO REFUNDS in the event that the vendor/exhibitor and food vendor portion of the fair is cancelled due to incidents as outlined above. Money paid for sponsorships is spent producing and promoting the event. The Highland County Fair Association has ordered and is liable to pay for supplies, rentals, and services needed to produce this event, regardless of the outcome. Production and promotional costs include, but are not limited to marketing, entertainment, insurance, public sanitation, and labor. Sponsors will see the benefits of digital advertising in the rare case the Fair’s fundraiser is canceled.

I have read and fully understand this Sponsorship Application for the Highland County Fair. Should my application be accepted, I agree to comply and be bound by this Sponsorship Application.

Vendor’s Signature _____ Date _____