



Mailing Address
PO Box 366
Monterey, VA 24465

Fair Address
386 Myers Moon Road
Monterey, VA 24465

2024 Highland County Fair Sponsor Application
August 28th through 31st 2024

Sponsored by the Highland County Chamber of Commerce, Mill Gap Ruritans, Bolar Ruritans, Stonewall Ruritans, Blue Grass Ruritans, and the Monterey Lions Club

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. As sponsors, you have the opportunity to be part of this cherished event that draws 6,000+ fairgoers during its 4-day duration. Our fair is a delightful blend of amusements, games, farm animals, and live entertainment. From thrilling demolition derbies, truck and tractor pulls and rodeos, to captivating livestock shows and music, the Highland County Fair offers something for everyone. 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. Our website, designed by Sundance Media & Design, won Best in Show at the Virginia Association of Fairs Convention. The site gets over 8,800 views per year and is only growing.

We invite your business, organization, or event to become an official sponsor of the Highland County Fair, 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

Main Deadline: July 12, 2024
Banner Deadline: August 12, 2024

To apply as a sponsor:

- Please provide all requested information on the application. **Please also email a high-resolution copy of your logo to** info@highlandcountyfairva.com
- Please acknowledge your approval at the end of the form.
- Please enclose a check or money order payable to the Highland Fair Association, Inc. Online payments can be made by request. ***There will be a \$25.00 service fee for any returned checks.**
- The application can 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 July 8th to be received by July 12th.**

Highland County Fair Association, Inc.

Attn: Sponsorship

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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:

Stand Alone Options:



Exhibit Hall Sponsor - \$25 (Online application only)

- An 8x11.5 laminated poster with your logo and/or contact information that will be displayed all four days of the fair in the Exhibit Hall/Elementary School Gym on a tri-fold panel. The location of the panel is in between the wildlife display and art and photography display. The poster will be printed and displayed by the Fair; drop off and pick up is not necessary. Limit of 60 sponsors. Sponsors must use the following Google Form link for this application: <https://forms.gle/KEWTnn4pPcDhQuRE9> or scan the QR code above.

_____ Grandstand Ring Sponsor - \$50-150 options (Deadline August 12, 2024)

- You will be announced as a Grandstand Ring Sponsor during all the grandstand events.
 - Your banner will be displayed for all four days of the Fair inside the grandstand arena, where exciting events like the Demolition Derby, Rodeo, and Truck and Tractor Pull will take place. As a sponsor, it's your responsibility to provide the banner in a timely manner and pick it up no later than September 1st at 9:00am unless otherwise arranged or if leaving it for the Fair to store.
 - If a banner is stored at the Fair office but remains unused, the owner will be contacted. If it is not picked up within a year, the banner will be discarded.
 - We are no longer able to create your banner for double the price. We apologize for any inconvenience this may cause.
 - Please contact us if your banner is larger than 5x8.
 - \$50 – 2x2 banner
 - \$75 – 2x3 banner
 - \$125 – 2x4 banner
 - \$150 – 3x5 **up to** 5x8 banner – What is the size of your banner? _____ by _____
- Fair Association has my banner Yes No
- My banner needs delivered Yes No *To coordinate delivery, contact Fred Frye at 540-468-2680

_____ Digital Sponsor (online only) - \$150 – Combination Options all include the Digital Sponsor Option

- Your logo with a link to your website is placed on the official Highland County Fair website at www.highlandcountyfairva.com. Your logo appears on the website weeks before the 2024 Fair for approximately a year until weeks before the 2025 Fair. This website had approximately 8,800 visitors in 2023.
- Your organization is announced collectively in a post as a sponsor with other digital sponsors before the Fair using our Facebook (www.facebook.com/HighlandCountyFairVA) account. Our popular Facebook page has over 3,700 followers.
- Your Business is placed on a Sponsor Appreciation 11in x 17in sign at the entrance of the Exhibit Hall - Elementary School Gym
- You will be announced as a sponsor at all grandstand events.

Combination Options:

_____ Golf Cart Sponsor - \$200

- Your logo, website, and contact information are placed on our two golf carts used to transport attendees to and from the Fair from the multiple parking areas. Your information will be a laminated 8.5in x 11in sheet placed on three sides of the golf cart for all four days of the fair.
- All Digital Sponsorship benefits are included.

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_____ Agriculture Education Barn Sponsor - \$250

- You are mentioned before and during the Fair as a top Sponsor (radio interviews, press releases, etc.)
- Your logo, website, and contact information are placed on an 18x12in yard sign in the Ag Ed Barn.
- You may provide promotional materials for you organization to be placed at an unstaffed informational table in the Ag Ed Barn. Promotional materials may include flyers, business cards, giveaways or other similar materials, not to exceed 5 different items of no larger than 8.5in x 11in each. Promotional materials must be delivered to the Highland County Fair Association no later than 4:00pm on Friday, August 23, 2024. (Optional)
- All Digital Sponsorship benefits are included.

_____ Gate/Ticket Booth Sponsor - \$300 – Sponsor all 3 gates all 4 days for \$700

- You are mentioned before and during the Fair as a top Sponsor (radio interviews, press releases, etc.)
- Your logo, website, and contact information are placed on an 18x12in yard sign on one (1) ticket booth for Fair week.
- You may provide promotional materials for your organization to be placed at an unstaffed informational table in the Exhibit Hall in the Elementary School Gym. This is an area separate from the vendor booths and will be combined with all other sponsors. Promotional materials may include flyers, business cards, giveaways or other similar materials, not to exceed 5 different items of no larger than 8.5in x 11in each. Promotional materials must be delivered to the Highland County Fair Association no later than 4:00pm on Friday, August 23, 2024. (Optional)
- All Digital Sponsorship benefits are included.

I'd like to sponsor all 3 gates all 4 days for \$700

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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:

**A HIGH-RESOLUTION COPY OF MY ORGANIZATION'S LOGO HAS BEEN EMAILED TO
INFO@HIGHLANDCOUNTYFAIRVA.COM YES I DON'T HAVE A LOGO/WILL NOT BE SENDING ONE**

HAVE YOU BEEN A SPONSOR OF THE HIGHLAND COUNTY FAIR BEFORE? YES NO

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 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 festival. 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 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.

I will send a high-resolution copy of my organization's logo as applicable to info@highlandcountyfairva.com

Sponsor's Signature _____ Date _____