



899 Everett Hull Rd.  
CORTLAND, OHIO 44410  
TELEPHONE: (330) 637-6010  
FAX: (330) 637-9812  
WEB PAGE: [www.trumbullcountyfair.com](http://www.trumbullcountyfair.com)

Partnerships with our sponsors are vital to the success of the Trumbull County Fair and beneficial to our sponsors with exposure to a wide variety of people and ages. Our attendance at the 2018 fair was 40,000 general admission plus 2,000 with passes.

Sponsorship is a great way to support your county fair and a valuable investment in your business! We have many sponsorship packages for every budget to offer from which to choose from on the next page.

This year we have teamed up with Actionable Insights to offer digital advertising. We feel this is a great way to offer more to our sponsors.

Our sponsorship committee consist of 5 fair board members. Feel free to reach out to anyone of them with questions or concerns.

Toni Dunbar	Cell # 330-240-3812	Chairwomen
Steve Burbach	Cell # 330-647-8206	
Stephanie Gula	Cell # 330-766-7722	
Michele Smith	Fair Board Office # 330-637-6010	
Jan Solomon	Cell # 330-647-3493	

All sponsorships will need to be received by June 10<sup>th</sup>

We appreciate any support to the fair...



Receipt # \_\_\_\_\_

Amt. Pd. \_\_\_\_\_

**SPONSORSHIP AGREEMENT**

Trumbull County Agricultural Society, Inc.  
"dba" Trumbull County Fair  
is a 501 (c) 3 Non-profit organization

899 Everett-Hull Rd.  
Cortland, OH 44410  
330-637-6010

Fair Dates:  
July 7 - July 14, 2019

**IF MAILING PLEASE RETURN THIS FORM WITH PAYMENT TO ABOVE ADDRESS**

**TYPE OF SPONSOR:** \_\_\_\_\_  
(When sponsoring multiple events please use one sponsorship agreement per sponsorship, ex: Auto Racing; Modified touring or RUSH Late Models or a barn sponsor or a golf cart, etc...)

\_\_\_\_\_  
**NAME OF SPONSOR (Please print)**

\_\_\_\_\_  
**CONTACT NAME, PHONE NUMBER and E-MAIL**

\_\_\_\_\_  
**ADDRESS**

\_\_\_\_\_  
**CITY** **STATE** **ZIP**

**If mailing make check payable to: T.C.A.S.**

\_\_\_\_\_  
**\$\$ AMOUNT OF SPONSORSHIP**

I/We agree that the "The Trumbull County Agricultural Society" along with the individual board members, employees and/or volunteers assumes no responsibility and the entity (s) agrees to hold the Society, its' appointed officials, employees and volunteers harmless for any claim, liability or demand of any kind for or on account of any personal injury or damage of any kind sustained by any person and/or to any property as a result of the contract

I/We certify upon signing of this form that the sponsor allows the "Trumbull County Agricultural Society" to use the sponsors name along with any logos during the promotion of the above sponsored event and in any advertising done by the "Trumbull County Agricultural Society". If allowed the sponsor must provide all extra banners or items to be used during the above sponsored event in addition to what the Trumbull County Agricultural Society will be providing. Any extra banners or items must be preapproved by the sponsorship committee or said items(s) will not be allowed or will be removed from the event.

I/We understand having fully read all the conditions as stated herein, the affixed signature(s) on this form constitutes acceptance of same.

\_\_\_\_\_  
**Sponsor's Signature**

\_\_\_\_\_  
**Trumbull County Fair Representative**

## Trumbull County Fair 2019 Sponsor Packages

**Grandstand Sign A ..... \$3,000**

16 x 20' banner advertisement on the grandstand. Rooftop targeting to market your business to attendees (20,000 impressions), social media ads served to a targeted audience (20,000 impressions), retargeting to Trumbull County Fair website visitors (25,000 impressions), emails delivered to a regionally targeted audience (50,000 impressions)

**Grandstand Sign B ..... \$2,000**

16 x 20' banner advertisement on the grandstand. Rooftop targeting to market your business to attendees (13,500 impressions), social media ads served to a targeted audience (13,500 impressions), retargeting to Trumbull County Fair website visitors (17,000 impressions), emails delivered to a regionally targeted audience (33,500 impressions)

**Evening Banner on Grandstand Stage ..... \$850**

4 x 12' advertisement on stage during evening entertainment; choose from Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday. Your company logo will appear on mobile advertising during the fair (10,000 impressions)

**Gate Sponsor ..... \$700**

Have one of the three main gates named after your business. Your company logo will appear on mobile advertising during the fair (10,000 impressions)

**Golf Cart Sponsor ..... \$300**

1 x 3' advertisement on a Trumbull County Fair golf cart. Your company logo will appear on mobile advertising during the fair (5,000 impressions)

**Building Sponsor ..... \$250**

3 x 6' advertisement on one of the buildings. Your company logo will appear on mobile advertising during the fair (5,000 impressions)

**Website Sponsor ..... \$3,000**

Banner ad for your business on the Trumbull County Fair's website. Visitors will be retargeted with advertisements for your business on mobile, desktop, social media, and email (up to 150,000 impressions)

Actionable Insights offers digital marketing services to accompany the traditional advertising options listed above. These digital services include regionally targeted social media ads, retargeting, big data email to regional consumers and businesses, and rooftop marketing to mobile device IDs collected from visitors to the Trumbull County Fair.

- Social media ads reach people on platforms that they spend time on every day, driving engagement and brand recognition

- Retargeting is an ideal tool for recapturing and continuing prospects' interest in your business
- Big data email directly reaches a targeted list of prospects who make up your ideal audience
- Rooftop marketing ties prospects' physical behavior to online marketing with ads that deploy directly to a prospect's mobile device and track their physical visits to locations of interest