

# 2024 Bedford County Fair

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**Sponsorship and Partnership Program**



# Back & Better than ever...

The Bedford County Fair is making its return this year August 23-25. This year we're making a move and will be hosting the fair on Falling Creek Road in partnership with Bedford County. As this is an event ran strictly by volunteers, we ask that you consider becoming a vital part of the Bedford County Fair, as a sponsor! Your sponsorship can make a significant difference in ensuring the success of this cherished tradition. By supporting the fair, you're not just investing in an event; you're investing in the fabric of our community. Your contribution will help us continue to showcase the talents of our residents through art contests, provide hands-on agricultural experiences at the Old McDonald's Farm Tent, and offer friendly contests that highlight the diverse skills within our community. Your support will also help us curate engaging displays and exhibits that showcase the rich tapestry of Bedford County, from its local history to its modern innovations. Plus, fairgoers of all ages can enjoy concerts and live music through the weekend and a fireworks show on Saturday night. Thanks to the generosity of sponsors like you, admission to the fair and parking are free for families, fostering a fun and safe atmosphere where everyone can enjoy the festivities. Join us in shaping the future of the Bedford County Fair and in creating lasting memories for our community by becoming a sponsor today!



# Sponsorship Levels

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## PLATINIUM LEVEL

\$10,000+

- Platinum sponsors receive recognition on television, print and radio ads
- Premier space for banner at the entrance of the fair
- Vendor Space at the Fair.
- 2 VIP Parking Passes and Family Pack Ride Passes
- Use of 20x10 fairgrounds space to promote Sponsor
- Visible presence of Sponsor name and logo on Fair website; link to Sponsor website
- Sponsor name listed in premium advertising
- Featured recognition of Fair social media



## DIAMOND LEVEL

\$5,000+

- Diamond sponsors receive recognition on print and radio ads.
- Recognition on promotional and print material
- Premier space for banner at the entrance of the fair
- Vendor Space at the Fair
- 2 VIP Parking Passes and Family Pack Ride Passes
- Use of 20x10 fairgrounds space to promote sponsor
- Featured recognition of Fair social media



## GOLD LEVEL

\$2,500

- Gold sponsors receive recognition on print and radio ads
- Premier space for banner at the entrance of the fair or at entertainment element of sponsor choice
- Vendor Space at the Fair
- Use of 10x10 fairgrounds space to promote sponsor
- Featured recognition of Fair social media



# Sponsorship Levels

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## SILVER LEVEL

\$1,000+

- Sponsor name associated with Fair entertainment feature, competition, or program
- Space for Sponsor supplied banner at Fair entrance
- Use of 10×10 fairgrounds space to promote Sponsor
- Sponsor name listed on Fair website
- Sponsor name listed in print materials



## BRONZE LEVEL

\$500+

- Space for Sponsor supplied banner at Fair
- Use of 10×10 fairgrounds space to promote Sponsor
- Sponsor name listed on Fair website



## FRIENDS OF THE FAIR

\$250+

- Sponsor name listed on Fair website
- Recognition on sponsor programs and on fair webpage



# Contact Us



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[www.BedfordVAFair.com](http://www.BedfordVAFair.com)

If you have any inquiries or are interested in exploring custom sponsorship opportunities or endowments, we encourage you to reach out to the Bedford County Fair Board. Our dedicated team is here to assist you in tailoring a sponsorship package that aligns with your goals and values. Whether you're looking to make a lasting impact on the community or seeking unique ways to promote your brand, we're committed to finding the perfect fit for your needs. Contact us today to start a conversation about how you can support the Bedford County Fair and become an integral part of our vibrant community tradition.

