



2024 LAPORTE COUNTY FAIR PARTNERSHIP/SPONSORSHIP OPPORTUNITIES

The LaPorte County Agricultural Association would like to extend the opportunity to all those interested to become an advertising partner for the LaPorte County Fair. As a non-profit organization 501(C)(3), the LaPorte County Agricultural Association sponsors the LaPorte County fair each year to promote a sense of community through entertainment, food, and family fun! Our fair has a stellar reputation as Indiana's oldest county fair. Since 1845, youth and their families from surrounding communities have joined together to attend livestock shows, motor sports events, agricultural and commercial exhibits, top of the line concerts, and an outstanding family owned carnival. Our fair has been a repeatedly successful event, with attendance reaching over 90,000 attendees in 2023. Help us to help you by becoming a sponsoring partner where your advertisement will reach thousands of people all in one location.

Our Fair runs from Saturday, July 6th to Saturday July, 13th. 8 days of the Great LaPorte County Fair!

A partnership with the LaPorte County Fair allows you to capture an outstanding value for your marketing dollar. The visibility for your company's advertisement will be unmatched, as the fair is one of the largest yearly events in LaPorte County. We have various levels of partnerships from which to choose. Partnership money provides our attendees with additional free entertainment and special events that we would not otherwise be able to provide and upgrades to benefit the youth in the county. Examples of said events include the Curious Kids Trail, Livestock judging contest, Free Entertainment Acts, Senior day, Veterans day, and many more.

You are more than welcome to pick from multiple sponsorship packages. We look forward to working with you to personalize your advertising needs.

For \$10,000 your package would include the \$5,000 package + a customized advertisement package of your business with banners on the Ferris Wheel. (Limit 6)

For \$5,000 you can partner with the LaPorte county Fair to be:

A SUPREME GRAND CHAMPION SPONSOR

To include:

- 5 Banners placed inside the fairgrounds and entrance to fair (2- 4x8 & 3- 3x3)
- Announcements and radio spots mention “company” when speaking of specific barn
- PA announcements daily
- Mention on social media (over 20,000 followers)
- Website link on website and logo on home page
- Fair brochure listing (no ad)
- Listing on print ads
- Various ticket packages available
- Sponsors of the day are first come, first serve!

For \$3,500 you can partner with the LaPorte county Fair to be:

A GRAND CHAMPION SPONSOR

To include:

- 4 Banners placed inside the fairgrounds and entrance to fair (2-3x5 & 2- 3x3))
- PA announcements made daily
- Mention on social media (over 20,000 followers)
- Website link on website and logo on home page
- Fair brochure listing (no ad)
- Listing on print ads and flyers if you get your sponsorship form and money in before April 15
- Various ticket packages available

For \$2,000 you can partner with the LaPorte county Fair to be:

A RESERVE GRAND CHAMPION SPONSOR

To include:

- 3 Banners placed inside the fairgrounds and entrance to fair (3x3)
- PA announcements made daily
- Mention on social media (over 20,000 followers)
- Website link on website and logo on home page

- Fair brochure listing (no ad)
- Listing on print ads and flyers
- Various ticket packages available

For \$1,200 you can partner with the LaPorte county Fair to be:

A BLUE RIBBON SPONSOR

- Fair brochure listing (no ad)
- 2 Banners placed inside the fairgrounds and entrance to fair (3x3)
- Your website link on our website and logo on our homepage
- Mention on social media (over 20,000 followers)
- Various ticket packages available

For \$500 you can partner with the LaPorte county Fair to be:

A FRIEND OF THE FAIR

To include:

- Fair brochure listing (no ad)
- Logo on a sponsor Wall of Fame
- Mention on social media (over 20,000 followers)

- ALL SPONSORS WILL BE LISTED ON THE "SPONSOR WALL OF FAME" FOR ALL FAIRGOERS TO SEE!

Don't see something that you like? Let us know and we can customize a package for you!

For Questions or More Information, Please Contact Floyd Thomas at 219-608-4157.

LaPorte County Fair Advertising Opportunities

These are on a first come basis

OTHER IDEAS:

- · GRANDSTAND ACT(\$15,000)
- · DEMOLITION DERBIES
- · RODEO
- · WIFI
- · FREE ENTERTAINMENT
- · BEAR HOLLOW WOOD CARVER
- · CARNIVAL- 4 SPOTS (\$7,500)
- · A DAY AT THE FAIR
- · SHUTTLES AND GOLF CARTS
- · FUTURE BUILDINGS
- · CURIOUS KIDS TRAIL
- · AND SO MUCH MORE!

Social Media Advertising

With over 21,000 followers on our Facebook page, there's no better way to capture such value for your marketing dollar. Our Facebook page, along with our website, keeps the public informed on Fairgrounds activities all year long. Every year these numbers increase as we employ a myriad of social networking and print devices to drive people to our website: lpfair.com

Your business will be seen by thousands of potential customers who log on to get information about the Fair, plan their visit to the Fair, or simply are visiting different websites. Your logo with a link is at the bottom of our main page. AND, will be on our home page for the full year! By having your company represented on our website, you are also showing your community support, which is also greatly appreciated by our website visitors and fairgoers.

All sponsors who choose the social media package will receive an individual post on our Facebook page promoting their business and a gratuitous "Thank you". Sponsorship shoutouts are made weekly on the LAPORTE COUNTY FAIR page.

Cost:

\$100.00 per year