

**BOONE
COUNTY**



**BELVIDERE
ILLINOIS**

SPONSORSHIPS

WE HAVE THREE LEVELS OF SPONSORSHIP

PLATINUM IS \$2500 PLUS

GOLD IS \$1000 - \$2499

SILVER IS \$500 - \$999

PLATINUM SPONSORS WILL RECEIVE:

ONE VIDEO WALL SPOT – A ROTATING AD DISPLAY RUNNING ONE HOUR BEFORE THE FRIDAY AND SATURDAY EVENING GRANDSTAND EVENTS. THE AD SHOULD BE SIZED TO FIT THE SCREEN – CHECK WITH LYLE FOR DIMENSIONS.

TWO RESERVED TRACK TICKETS FOR THE SATURDAY EVENING CONCERT – FOR EACH ADDITIONAL \$500.00 OF SPONSORSHIP YOU WILL RECEIVE ONE ADDITIONAL CONCERT TICKET.

ALL SPONSORSHIPS ARE POSTED ON BOARDS, AT FIVE GATES AND ON ONE BOARD IN THE BACK OF THE GRANDSTAND. THEY ARE ALSO POSTED WITH THE SCHEDULE OF DAILY EVENTS, AND ON THE SPONSORS PAGE OF OUR WEBSITE, WWW.BOONECOUNTYFAIR.COM .

IN ADDITION, ALL SPONSORS WILL RECEIVE:

ONE SEASON PASS FOR EACH \$100.00 OF SPONSORSHIP

A BUSINESS CARD AD ON THE BOONE COUNTY FAIR WEBSITE – (FOR AN ADDITIONAL AMOUNT, YOU CAN INCREASE THE SIZE OF YOUR AD-SEE THE ADVERTISERS INFORMATION ON THE WEBSITE)

A LINK TO YOUR WEBSITE, FROM OUR SPONSORSHIP PAGE

WE THANK YOU FOR CONSIDERING BECOMING A SPONSOR, AT THE BIGGEST EVENT IN BOONE COUNTY. OUR FAIR ATTENDANCE RANGES FROM 195,000 TO 210,000 PEOPLE EACH YEAR, FOR THE SIX DAY EVENT. 2023 WAS A RECORD YEAR, WITH JUST OVER 226,000 PEOPLE. THE MAJORITY OF OUR ATTENDEES/EXHIBITORS COME FROM WITHIN A 50 MILE RADIUS – NORTH, SOUTH, EAST & WEST. WE ALSO GET EXHIBITORS FROM WI, IN AND IA, WITH SOME COMING FROM AS FAR AWAY AS CA, FL AND CANADA.

IF YOU WOULD LIKE TO BE A BOONE COUNTY FAIR SPONSOR, OR IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE BOONE COUNTY FAIR ASSOCIATION SPONSORSHIP CHAIRMAN, LYLE LEE, AT 815-988-0249.

SPONSORSHIP CONFIRMATION IS REQUIRED BY MARCH 31ST.

YOU CAN MAIL YOUR CHECK & BUSINESS CARD (LIST SPONSORSHIP IN MEMO LINE) DIRECTLY TO:

THE BOONE COUNTY FAIR ASSOCIATION, P.O. BOX 456, BELVIDERE, IL 61008 ATTN: LYLE LEE