

# 2018 Sponsor Opportunities



Help us celebrate 125 years of family fun at the Altamont Fair. We already have some great entertainment and acts booked such as the Axe Women of Maine, Skeeter Creek, Big Sky Country, Audiostars, Grand Central Station, Dynamo Dogs, and the Coronas Hollywood Circus. These are all included with price of admission to the fair. Please take a look at all we offer for our sponsors. We can also individualize any package to fit your needs!

(The Albany, Schenectady, Greene County Agricultural & Historical Societies, Inc. dba The Altamont Fair is a registered 501(c)(3) organization.)

# 2018 Sponsor Opportunities

The Altamont Fair is always looking for ways to create a fun, family environment at an affordable price. As a historical and agricultural society, we put a large focus on educating the public about various things from the past using our numerous museums on the grounds. Attendance continues to rise and vendors, entertainers, and exhibitors are always ready to return the following year. We had about a 10% increase in attendance from 2017 with record numbers on three separate days. We hope you will take advantage of being a sponsor of the fair to promote your business or organization!

We try to cover a wide variety of mediums to promote the Altamont Fair. These are ways we advertise, but are not limited to:

- Radio-FLY 92.3, B95.5, 100.9 The Cat, PYX 106, WGY
- Television- FOX 23, WTEN, WRGB, WNYT, Time Warner Spectrum
- Print Media- Times Union, The Daily Gazette, Albany Visitor's Guide, The Enterprise
- The Altamont Fair's website-www.altamontfair.com
- Social Media-Facebook, Instagram
- Other online sources- Albany.com
- Billboards on I-90 and I-787
- PA during fair

## Benefits of Sponsorship:

Besides being listed and advertised as a sponsor, there are other advantages to being involved with the fair, such as:

- Being involved with your community and showing your support for local events
- Support local vendors, businesses, crafters, performers that showcase their talents during fair
- Show your support for education in agriculture, animal care, American history, horticulture, and in preserving our local history



# Corporate Day Sponsorship

Tuesday, August 14, 2018– Sunday, August 19, 2018

\$7,500 per day

Corporate Day Sponsorships will receive:

- 40 All Access Ride passes
- 20 General Admission Day passes (rides not included)
- The day will be named for the Sponsor and advertised accordingly (ie: “Company ABC Day”).
- You will be recognized as the Official Day Sponsor in all print advertising and press releases.
- Your sign/banner will be displayed at the main entrance for all 6 days of the fair (sponsor to provide a PDF of logo for us to make 3x5 sign).
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- 10 x 10 spot will be provided for you to set up a display on your sponsored day.
- Recognition as a major sponsor on our website along with a link to your website.
- Opportunity to put your 2x2 magnetic signs on our hospitality carts.



# Gold Sponsorship

**Infield Entertainment \$5,000**

**Grandstand Entertainment \$5,000**

Gold Event Sponsorships will receive:

- 10 All Access Ride passes
- 20 General Admission Day passes (rides not included)
- Recognition as the Event Sponsor in advertising regarding that event.
- Your sign/banner will be displayed at the main entrance for all 6 days of the fair (sponsor to provide a PDF of logo for us to make 3x5 sign).
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- Recognition as a major sponsor on our website along with a link to your website.

# Blue Ribbon Sponsorship

**Racing Pigs \$3,000**

**Draft Horse Program \$3,000**

**Reid Northrup Stage Entertainment \$3,000**

Blue Ribbon Sponsorships will receive:

- 10 All Access Ride passes
- 10 General Admission Day passes (rides not included)
- Recognition as the Event Sponsor in advertising regarding that event.
- Your sign/banner will be displayed at the main entrance for all 6 days of the fair (sponsor to provide a PDF of logo for us to make 3x5 sign).
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- Recognition as a major sponsor on our website along with a link to your website.

# Red Ribbon Sponsorship

**Beer Saloon \$1,200**

**Ag Awareness Trail \$1,200**

**Agriculture Tent \$1,200**

**Adirondack Wildlife Museum \$1,200**

**Blue Ribbon Cooking Center \$1,200**

Red Ribbon Sponsorships will receive:

- 10 General Admission Day passes (rides not included)
- Your sign/banner will be displayed at the main entrance for all 6 days of the fair (sponsor to provide a PDF of logo for us to make 3x5 sign).
- You will be recognized over the intercom and at all grandstand events on your sponsored day.
- Recognition as a major sponsor on our website along with a link to your website.

# White Ribbon Sponsorship

**\$395 for each**

1890's Museum

Circus Museum

Horse Barn

Make It/Take It Crafts

Antique Farm Machinery

Communication Bldg.

Horse Show

Pony Barn

Blacksmith Shop

Farmhouse Museum

Kiddie Area

Poultry Building

Chapel

Grove Entertainment (Stage)

Lumberjack Show

Sheep & Goat Barn

White Ribbon Sponsorships will receive:

- A small sign (2x2) provided by you to put on the sponsored building of your choosing or a 3 x 5 sign on our infield fence.
- Recognition as a sponsor on our website along with a link to your website.

# Yellow Ribbon Sponsorship

**\$295** Will be listed as a sponsor on our website for one year

# Sponsor Commitment Form



- |  |  |
|--|--|
| <input type="checkbox"/> Corporate Day Sponsorship (\$7,500) | <input type="checkbox"/> 4-H Award Sponsor (\$50-100)          |
| <input type="checkbox"/> Gold Sponsorship (\$5,000)          | <input type="checkbox"/> 125 <sup>th</sup> Anniversary (\$100) |
| <input type="checkbox"/> Blue Ribbon Sponsorship (\$3,000)   | (Historic Preservation)  |
| <input type="checkbox"/> Red Ribbon Sponsorship (\$1,200)    | <input type="checkbox"/> Friend of the Fair (\$100)            |
| <input type="checkbox"/> White Ribbon Sponsorship (\$395)    | <input type="checkbox"/> Custom Package \$ _____               |
| <input type="checkbox"/> Yellow Ribbon Sponsorship (\$295)   | <input type="checkbox"/> In-Kind Donation \$ _____             |

## Contact Information:

Business/Organization: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment:** Please make checks payable to *The Altamont Fair*

Return form and payment to:

The Altamont Fair

P.O. Box 506

Altamont, NY 12009

Questions? Please contact Amy Anderson, Fair Manager (518)861-6671